

**Avery® MPI™ 3151 Promotional Translucent White**

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**Introduction**

Avery **M**ulti **P**urpose Inkjet media 3151 is a semi-gloss white translucent PVC film with a removable adhesive. Specially designed for Short term, less demanding applications.

It is suitable for use on a variety of super wide format inkjet and airbrush printers using solvent ink.

**Description**

Facefilms : 80 micron white monomeric translucent PVC film  
Adhesive : removable, acrylic based  
Backingpaper : kraft paper, 125g/m<sup>2</sup>

**Conversion**

Avery MPI 3151 is multi-purpose PVC film, developed for use on super wide format printers using solvent based inks.

In Avery Technical Bulletin 5.15, printer compatibility details of Avery Media are listed.

To enhance color and protect images against UV radiation and abrasion, Avery MPI 3151 is recommended to be overlaminated with Avery® DOL 3000 Series.

For an overview of recommended combinations of DOL films and media, please refer to "Technical Bulletin 5.3. Recommended combinations of Avery® Overlaminates and Avery® Digital Print Media".

**Uses**

- Short term Promotional illuminated Graphics.
- Short term Window decorations and graphics.

**Features**

- Excellent printability and handling on selected printers.
- Easy conversion because of dimensionally stable backing.
- Excellent colour uniformity in reflected and transmitted light.

**Remark**

- For applications requiring high dimensional stability the MPI 2150 is advised.

**Physical properties**

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	80 micron
Caliper, facefilm + adhesive	ISO 534	95 micron
Gloss	ISO 2813, 20°	15%
Dimensional stability	FINAT FTM 14	0.4 mm max.
Adhesion, initial	FINAT FTM-1, stainless steel	600 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	800 N/m
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Removability		Up to 1 year *
*Not when applied to: Nitrocellulose paints, ABS, Polystyrene, screen printing inks (fresh), certain types of PVC		
Durability, unprinted	Vertical exposure	2 years
Accelerated ageing	DIN 53387 1000 hours exposure performance	No negative impact on film

**Temperature range**

Features	Test method <sup>1</sup>	Results
Minimum application temperature:		≥ 10 °C
Service temperature:		- 50 °C to + 110 °C
Heat resistance:	1 week exposure at 80° C	No negative impact

**NOTE:** Materials have to be properly dried before further processing, like laminating, varnishing or application. The residual solvents can otherwise change the products' specific features

*For good print and converting result we recommend to let the rolls acclimatize in the print/lamination room at least 24 before printing or converting. Too much temperature or humidity deviation between material and room climate can cause layflatness and/or printability issues.*

*Generally, constant material storage conditions of ideally 20°C (+/-2°C) /50% rh (+/- 5%), without too big climate deviations, will support a more robust and stable printing/converting process. For further details, please refer to TB 1.11.*

**Important**

Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of this material to their specific use. All technical data are subject to change.

**Warranty**

Avery® branded materials are manufactured under careful quality control and are warranted to be free from defect in material and workmanship. Any material shown to our satisfaction to be defective at the time of sale will be replaced without charge. Our aggregate liability to the purchaser shall in no circumstances exceed the cost of the defective materials supplied. No salesman, representative or agent is authorised to give any guarantee, warranty, or make any representation contrary to the foregoing.

All Avery® branded materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

**1) Test methods**

More information about our test methods can be found on our website.

**2) Durability**

The durability is based on middle European exposure conditions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing south; in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased.