

PRODUCT DATA SHEETInspired Brands.
Intelligent World.**Avery® MPI™ 3001**issued: **03-01-2012****Introduction**

Avery MPI 3001 is a white monomeric calendered removable self-adhesive vinyl. It is suitable for use on a variety of super wide format inkjet printers hard solvent, UV curable or latex ink.

Because of the film's excellent removable adhesive, Avery MPI 3001 is recommended for a wide range of short term promotional applications on flat substrates.

Description

Film : 95 micron gloss white monomeric calendered vinyl
Adhesive : **removable**, acrylic based
Backingpaper : kraft paper, 140 g/m²

Conversion

Avery MPI 3001 is a multi-purpose vinyl, developed for use on various super wide format printers using hard solvent, UV curable or latex ink. Digital printing machines using eco-/mild solvent inks are recommended to choose a film from the MPI 3400 or MPI 3500 series

To enhance colour and protect images against UV radiation and abrasion, Avery MPI 3001 is recommended to be overlaminated with Avery® DOL 3000 Gloss, Avery® DOL 3100 Matt or Avery® DOL 3200 Lustre. 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

- Interior & exterior signs.
- Window decoration.
- Temporary promotional and point of sale advertising and all applications to flat or regular surfaces that require removability.

Features

- Excellent printability and handling on selected printers.
- Easy and clean removal (up to 1 year).
- Easy cutting and application.
- Excellent price/performance ratio for outdoor promotional graphics.

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PRODUCT CHARACTERISTICS

Avery® MPI™ 3001

Physical properties

Features	Test method ¹	Results
Caliper, facefilm	ISO 534	95 micron
Opacity	ISO 2471	92%
Dimensional stability	DIN 30646	0,3 mm max.
Adhesion, initial	FINAT FTM-1, stainless steel	225 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	350 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, screenprinting inks (fresh), certain types of PVC		
Durability, unprinted	Vertical exposure	2 years

Temperature range

Features	Results
Minimum application temperature:	≥ 0° C
Temperature range:	- 40 to +100 °C

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. In case of any ambiguities or differences between the English and foreign versions of these Conditions, the English version shall be controlling.

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.



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