

# Avery® MPI 3801 Value Film

## Gloss White Short Life Promotional Vinyl Removable

### Features

- Exceptional value for money for short life promotional graphics
- Good printability and handling on eco-solvent, solvent and UV curable printers
- Good outdoor durability and performance for short life graphics
- Gloss finish for vibrant colours
- Very good low temperature adhesion performance
- Easy and clean removability with heat for up to 1 year

### Description



**Film:** 90 micron gloss white monomeric calendered vinyl



**Adhesive:** Clear removable acrylic  
**Removability:** up to 1 year



**Backing:** One side PE coated paper, 120 gsm



**Outdoor life:** Up to 1 year (unprinted)

**Application surface:** Flat, simple curves

### Conversion\*

- |   |  |
|---|--|
| <input type="checkbox"/> Flat bed cutters                   | <input checked="" type="checkbox"/> <b>Cold overlaminating</b> |
| <input type="checkbox"/> Friction fed cutters               | <input type="checkbox"/> Electrostatic printing                |
| <input checked="" type="checkbox"/> <b>Die cutting</b>      | <input checked="" type="checkbox"/> <b>Eco solvent inkjet</b>  |
| <input checked="" type="checkbox"/> <b>Thermal transfer</b> | <input checked="" type="checkbox"/> <b>Solvent inkjet</b>      |
| <input type="checkbox"/> Screen printing                    | <input checked="" type="checkbox"/> <b>UV Curable inkjet</b>   |

### Common Applications

- Real estate signs
- Point of sale
- Outdoor advertising
- Indoor advertising

### Application

- Avery recommends a maximum total ink limit of 270% to ensure optimal film performance
- For processing guide please refer to Avery Instructional Bulletins:
  - 4.14 Printing and Finishing of MPI Digital Media

### Uses

Avery® MPI 3801 Value Film is a gloss white short life promotional vinyl film designed for use in a wide range of short term promotional applications, where removability, good outdoor durability and value for money is required.

## Physical characteristics

### General

Caliper, facefilm	ISO 534	90 micron
Caliper, facefilm & adhesive	ISO 534	***
Dimensional stability	DIN 30646	0.5 mm max
Opacity	ISO 2471	93%
Adhesion, initial	FINAT FTM-1, stainless steel	200 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	300 N/m
Removability <sup>^</sup>	Smooth OEM painted surfaces	Up to 1 year
Flammability		Self extinguishing
Shelf life	Stored at 22° C / 45-55% RH	1 years
Durability **	Vertical exposure	Up to 1 year unprinted

<sup>^</sup> Not removable when applied to nitrocellulose paints, fresh screenprint inks, ABS, polystyrene & certain types of PVC

### Thermal

Application temperature	Minimum: 5°C
Temperature range	- 20°C to + 80°C

### Chemical

Resistant to most petroleum based oils, greases and aliphatic solvents

Resistant to most mild acids, alkalies, and salts

### Note:

Materials have to be properly cured of retained solvents before further processing, like laminating, varnishing, trimming, contour cutting or application. The residual solvents can otherwise change the products' specific features and properties.

### Test Methods

#### Dimensional stability:

Is measured on a 150 x 150 mm aluminium panel to which a specimen has been applied; 72 hours after application the panel is exposed for 48 hours to + 70°C, after which the shrinkage is measured.

#### Adhesion:

(FTM-1, FINAT) is measured by peeling a specimen at a 180° angle from a stainless steel or float glass panel, 24 hours after the specimen has been applied under standardised conditions. Initial adhesion is measured 20 minutes after application of the specimen.

#### Flammability:

A specimen applied to aluminium is subjected to the flame of a gas burner for 15 seconds. The film should stop burning within 15 seconds after removal from the flame.

#### Temperature range:

A specimen applied to stainless steel is exposed at high and low temperatures and brought back to room temperature. 1 hour after exposure the specimen is examined for any deterioration. Note: Prolonged exposure to high and low temperatures in the presence of chemicals such as solvents, acids, dyes, etc. may eventually cause deterioration.

### Important

Information on physical 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 any material for their specific use.

All technical data is subject to change without prior notice.

### Warranty

Avery® 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 guarantee, warranty, or make any representation contrary to the foregoing.

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

### \*\*Durability

Durability is based on exposure conditions in the Asia Pacific region. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing north in the southern hemisphere or south in the northern hemisphere; in areas of long high temperature exposure such as northern Australia; in industrially polluted areas or high altitudes, exterior performance will be decreased.

\*Compatible with most printer and ink combinations. Test prior to use.

\*\*\*Information unavailable at time of printing.

#### Chemical Resistance:

All chemical tests are conducted with test panels to which a specimen has been applied. 72 hours after application the panels are immersed in the test fluid for the given test period. 1 hour after removing the panel from the fluid, the specimen is examined for any deterioration.

#### Corrosion Resistance:

A specimen applied to aluminium is exposed to saline mist (5% salt) at 35°C. After exposure, the film is removed and the panel is examined for traces of corrosion.