

## Avery® MPI™ 3601 Quick Mount

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### Introduction

Avery **Multi Purpose Inkjet** vinyl 3601 is a gloss white monomeric calendered vinyl with a removable adhesive. Due to its highly opaque characteristics, it is excellent to use for overposting of previous applications. It is suitable for use on a variety of super wide format inkjet and airbrush printers using solvent ink.

**Because of the film's excellent removable adhesive, Avery MPI 3601 is recommended for a wide range of short term promotional applications on flat substrates.**

### Description

Facefilms : 150 micron, opaque white gloss calendered film  
Adhesive : removable, acrylic based  
Backingpaper : kraft paper, 125g/m<sup>2</sup>

### Conversion

Avery MPI 3601 is a multi-purpose vinyl, developed for use on various super wide format printers using solvent inks.

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

To enhance colour and protect images against UV radiation and abrasion, Avery MPI 3601 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 Avery® DOL films and media, please refer to "[Technical Bulletin 5.3. Recommended combinations of Avery® Overlaminates and Avery® Digital Print Media](#)". As the material has a high caliper, it is important to validate before printing, whether the printer can handle the rolls.

### Uses

- All applications where previous applications require overposting.
- Billboards.
- Public transport advertising.
- Short term outdoor advertising.
- Posters, panels and signs at exhibitions.
- Vehicle decorations.
- Point of sale promotions.

### Features

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

**Physical properties**

<b>Features</b>	<b>Test method<sup>1</sup></b>	<b>Results</b>
Caliper, facefilm	ISO 534	150 micron
Opacity	ISO 2471	99%
Dimensional stability	FINAT FTM 14	0.5 mm max.
Adhesion, initial	FINAT FTM-1, stainless steel	200 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	300 N/m
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Removability		Clean removability up to 1 year
<b>Not</b> when applied to: Nitrocellulose paints, ABS, polystyrene, (too) fresh paints and certain types of PVC.		
Durability, unprinted	Vertical exposure	2 years

**Temperature range**

<b>Features</b>	<b>Results</b>
Minimum application temperature:	≥ 10 °C
Service temperature:	- 40 °C to + 100 °C

**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.

