

## PRODUCT DATA SHEET

# Avery Dennison® MPI™ 2005 Easy Apply RS™

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## Introduction

Avery Dennison Multi Purpose Inkjet 2005 Easy Apply RS™ is a high quality calendered film designed for use in fleet marking and corporate identification applications providing enhanced ease-of-use during application.

Avery Dennison's Easy Apply RS™ technology offers the benefit of reduced wrinkling and air entrapment inherent in the application of decals and graphics. Entrapped air can easily be rubbed out without the need to puncture the film. In addition, the Easy Apply RS™ technology allows for easy positioning of the graphics. Avery Dennison MPI 2005 Easy Apply RS™ is recommended for use on flat or slightly curved surfaces.

## Description

Film : 80 micron glossy calendered vinyl

Adhesive : Permanent, low tack, repositionable, acrylic based

Backing paper : Stafat liner

## Conversion

Avery Dennison MPI 2005 Easy Apply RS™ is a multi-purpose vinyl, developed for use on various super wide format inkjet printers using solvent-, eco/mild solvent-, UV curable and latex inks.

To enhance colour and protect images against UV radiation and abrasion, Avery Dennison MPI 2005 Easy Apply RS™ is recommended to be protected using an overlamine or varnish. For recommended combinations of DOL films and media, please refer to "[Technical Bulletin 5.3. Recommended combinations of Avery Dennison Overlaminates and Avery Dennison Digital Print Media](#)".

Do NOT use wet application methods for Avery Dennison Easy Apply products

## Uses

- Large fleet graphics on flat or slightly curved surfaces.
- Corporate identity graphics and logos.
- Interior & exterior signs.
- Window decoration.
- Durable advertising, requiring clean removal after the intended period of use.

## Features

- Eliminates wrinkles and bubbles: Air egress technology allows outflow of air
- Slides smoothly for exact positioning: RS technology provides stand-off from surface until pressure is applied
- Easy reposition-ability: lays down smoothly after removal without losing tack
- Year-round performance: reduces application time regardless of season and environment
- Smooth, high gloss face: looks like glossy paint when laminated with DOL 1460 3D-Laminate
- Clean long-term removability: permanent adhesive with long-term removability
- High opacity: hiding substrate colour differences.
- Durable: Good outdoor durability, humidity and saltspray resistance.



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## PRODUCT CHARACTERISTICS

## Avery Dennison® MPI™ 2005 Easy Apply RS

### Physical properties

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	80 micron
Caliper, facefilm + adhesive	ISO 534	120 micron
Gloss	ISO 2813, 20°	50 %
Dimensional stability	FINAT FTM 14	0.3 mm max
Tensile strength	DIN 53455	28 N/mm <sup>2</sup>
Elongation	DIN 53455	100 %
Adhesion, initial	FINAT FTM-1, stainless steel	450 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	600 N/m
Flammability		Self-extinguishing
Shelf life	Stored at 22° C/50-55 % RH	1 years
Durability, unprinted	Vertical exposure	7 years

### Temperature range

Features	Results
Minimum application temperature:	≥ 10 °C
Service temperature:	- 45 °C to + 80 °C

**NOTE:** Materials have to be properly dried before further processing, for example laminating, varnishing or application. The residual solvents could 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. In case of any ambiguities or differences between the English and foreign versions of these Conditions, the English version shall be controlling.

#### Warranty

Avery Dennison® 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 Dennison® 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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