

## PRODUCT DATA SHEET



# Avery® MPI™ 3040 Transparent film

issued: 10/8/2007

### Introduction

Avery **Multi Purpose Inkjet** vinyl 3040 is a transparent gloss monomeric calendered vinyl with a permanent adhesive. 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 permanent adhesive, Avery MPI 3000 is recommended for a wide range of short term promotional applications on flat substrates.

### Description

Facefilms :100 micron, transparent gloss monomerically calendered film  
Adhesive :permanent, acrylic based  
Backing paper :Kraft paper, 140 g/m2

### Conversion

Avery MPI 3040 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.

In case of wet application on transparent substrates white spots could remain visible from reverse side.

To enhance colour and protect images against UV radiation and abrasion, Avery MPI 3040 is recommended to be overlaminated with Avery® DOL 3000 Series laminate.

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".

### Features

- Excellent printability and handling on selected printers.
- Easy cutting and application.
- Excellent price/performance ratio for outdoor promotional graphics.

### Recommendations for use

- Window Graphics (dry application recommended).
- Fleet and bus advertising.
- Short term in- and outdoor advertising.
- Posters, panels and signs at exhibitions.
- Vehicle decorations and advertising.
- Point of sale promotions.



www.averygraphics.com

Graphics Division  
Rijndijk 86, P.O. Box 118  
2394 ZG Hazerswoude – The Netherlands  
Tel +31 71 3421500 – Fax +31 71 3421538

## PRODUCT CHARACTERISTICS

Avery® MPI™ 3040

### Physical properties

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	100 micron
Gloss	ISO 2813, 20°	60 %
Dimensional stability	DIN 30646	0,5 mm max.
Adhesion, initial	FINAT FTIM-1, stainless steel	600 N/m
Adhesion, ultimate	FINAT FTIM-1, stainless steel	800 N/m
Flammability		Self extinguishing
Shelflife	Stored at 22 °C/50-55 % RH	2 years
Durability <sup>2</sup>	Vertical exposure	2 years

### Temperature range

Features	Results
Minimum application temperature:	≥ 0 °C
Service temperature:	- 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.



[www.averygraphics.com](http://www.averygraphics.com)

#### Graphics Division

Rijndijk 86, P.O. Box 118  
2394 ZG Hazerswoude – The Netherlands  
Tel +31 71 3421500 – Fax +31 71 3421538