



Driving creativity



New Avery Dennison® MPI 1104 Cast Films

Outstanding printability. Fast application. Superb 3D performance.

New MPI 1104 Cast films deliver great printability and image quality. As part of the new generation of Digital Cast films, they cope easily with 3D challenges such as rivets and corrugations.

Best-in-class conformability and Easy Apply technology give you outstanding performance across a wide range of indoor and outdoor applications.

NEW AND IMPROVED!

- > MPI 1104 gives great image 'pop' with truly consistent and reliable printability
- > Repositionable Easy Apply technology gives faster and easier application



KEY FEATURES

- > Stunning and reliable print results
- > UV, solvent, eco-solvent and latex inks compatible
- > Excellent conformability for demanding 3D applications
- > Great outdoor durability for finished graphics: up to 4 years* (7 years unprinted)
- > High-gloss overlaminate for ultimate image quality (also available in matt)
- > Easy Apply adhesive technology
- > Great opacity with grey-adhesive system
- > ICS Performance Guarantee

KEY BENEFITS

- > Outstanding and consistent image quality – throughout the 2-year shelf life
- > No additional installation techniques, e.g. primer/incisions
- > Safer and quicker installations
- > Faster application and superior 3D performance

RECOMMENDED USES

- > Fleet graphics
- > Customized private vehicles
- > Indoor and outdoor signage

*With overlaminate, depending on zone of application



WHAT THE PROFESSIONALS SAY**

“the material printed well...the colours were bolder/deeper...better!”

“the big bonus was the initial tack being lower... could go back and lift vinyl and re-apply easily. This is saving a lot of time.”

“the wrap speed is higher and ease of application is better with MPI.”



MPI 1104 AND MPI 1104 EA

Features	Benefits	MPI 1104	MPI 1104 EA
Excellent print performance with UV, solvent, eco-solvent and latex inks	<ul style="list-style-type: none"> • Consistent image ‘pop’ • Can run on all platforms 	●	●
Up to 7 years unprinted / 4 years* printed durability	<ul style="list-style-type: none"> • Visual performance maintained – indoors and outdoors 	●	●
Superior 3D conformability, and no additional installation techniques (e.g. primer/incisions)	<ul style="list-style-type: none"> • Ensures more efficient and faster application • Gives outstanding results on complex curves and rivets • No need for installers to handle primers 	●	●
Repositionability	<ul style="list-style-type: none"> • Reduces application time 	●	●
Air egress	<ul style="list-style-type: none"> • Helps eliminate bubbles and wrinkles 	●	●
Avery Dennison ICS Performance Guarantee	<ul style="list-style-type: none"> • Ensures dependable print quality 	●	●

* With overlamine, depending on zone of application

** Independent applicator appraisals of MPI 1104 against competitor materials



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Graphics Solutions

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