

# PRODUCT DATA SHEET

## Avery Dennison<sup>®</sup> MPI<sup>™</sup> 3020 Matt High Opacity Series

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### Introduction

Avery Dennison Multi Purpose Inkjet 3020 High Opacity series (HOP) films are matt white, self-adhesive short-term calendared vinyls with high opacity properties, offering a choice between permanent and removable adhesives.

MPI 3020 Matt HOP film features such as high opacity (above 99%), clear permanent and removable adhesive and good printability with attractive whiteness make it an optimal solution for a wide range of short-term, promotional applications, allowing customers to significantly reduce their inventory.

MPI 3024 HOP Easy Apply, part of MPI 3020 HOP series, is using Easy Apply technology allowing fast and easy bubble-free application for effective promotions and short-term flat applications.

### Conversion

MPI 3020 Matt HOP series films are multi-purpose vinyls, suitable for a variety of wide-format inkjet printers using hard solvent, eco/mild solvent, UV-curing or latex inks.

To enhance colour and to protect images against UV radiation and abrasion, it is recommended to protect Avery Dennison MPI 3020 Matt HOP series films using an overlaminate or varnish. For recommended combinations of DOL films and media, please refer to "Technical Bulletin 5.3. Recommended combinations of Avery Dennison<sup>®</sup> Overlaminates and Avery Dennison<sup>®</sup> Digital Print Media".

### Recommendations

- » Interior & exterior signs, including over-posting applications
- » Window decoration
- » Promotional point of sale, advertising applications on flat surfaces

### Features

- » Excellent printability and handling on selected printers
- » Superior whiteness and high opacity properties film
- » Easy cutting and application on a wide variety of substrates
- » High opacity films with clear permanent or removable adhesive constructions allow to cover a wide range of applications and significantly reduce customer inventory
- » MPI 3024 HOP Easy Apply enables fast and easy application and cover-up performance for effective promotions.



#### Face Film

**MPI 3020/3021 Matt HOP** 95 micron matt white high opacity

**MPI 3024 Matt HOP EA** 95 micron matt white high opacity



#### Adhesive

**MPI 3020**-Permanent, clear, acrylic based

**MPI 3021**-Removable, clear, acrylic based

**MPI 3024-EA** Permanent, clear, acrylic based



#### Backing

**MPI 3020/3021**-Clay coated kraft paper, 125 g/m<sup>2</sup>

**MPI 3024**-Clay coated kraft paper with air egress channels, 136 g/m<sup>2</sup>



#### Durability

3 years



#### Shelf Life

2 years

## Physical Characteristics

Features	Test method <sup>1</sup>	Results
Caliper, face film	ISO 534	95 micron
Opacity	ISO 2471	> 99 %*
* Not a blockout film, opacity on par with MPI 3000/3001		
Dimensional stability	FINAT FTM 14	0.3 mm max.
Shelf life (years)	Stored at 22° C/50-55 % RH	2 years
Durability (years)	Vertical exposure, Zone 1, unprinted	3 years
Flammability	EN 13501-1	B-s1,d0
<b>Adhesive</b>		
Adhesion, initial (N/m)	FINAT FTM-1, stainless steel	MPI 3020 HOP: 480 MPI 3021 HOP: 140 MPI 3024 HOP EA: 310
Adhesion, ultimate (N/m)	FINAT FTM-1, stainless steel	MPI 3020 HOP: 750 MPI 3021 HOP: 250 MPI 3024 HOP EA: 465
<b>Temperature range</b>		
<b>Features</b>		<b>Results</b>
Application temperature (Minimum °C)		+ 10
Service temperature (°C to °C)		- 40 to +80

**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 hours 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 and values in this document are based upon tests we believe to be reliable and do not constitute a warranty. 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.

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