# **Avery Dennison®** 700 Premium Film
New Generation

## Features

- Superior cutting and weeding
- Very good dimensional stability
- Conformable to flat and simple curved surfaces
- High opacity
- Extensive range of popular colours
- Brilliant cast-like gloss finish
- Up to 8 year outdoor durability
- Contrasting blue backing on 700 white and 730 matt white for easy weeding

## Description

**Film**: 64 micron polymeric calendered vinyl

**Adhesive**: Permanent acrylic

**Backing**: One side coated Kraft paper, 130 g/m$^2$

**Outdoor life**:
Up to 8 years

**Colours:** 120 standard

## Conversion

- ■ **Flat bed cutters**
- ■ **Friction fed cutters**
- ■ **Die cutting**
- ☐ Thermal transfer
- ☐ Screen printing
- ☐ Cold overlaminating
- ☐ Estat printing
- ☐ Water based inkjet
- ☐ Solvent inkjet
- ☐ UV Cured inkjet

## Common Applications

- Flat sided trucks
- Cars and vans
- Buses
- Architectural signage
- Directional signage
- Window graphics
- Point of purchase

## Uses

Avery Dennison 700 Series is a premium calendered film and offers excellent value for money and a brilliant selection of colours for a wide range of medium term outdoor or indoor general signage applications where conformability to flat and simple curved surfaces and 6 year outdoor performance is required.

## Physical characteristics

# General

| | | |
|---|---|---|
| Caliper, facefilm | ISO 534 | 64 micron |
| Caliper, facefilm & adhesive | ISO 534 | 90 micron |
| Dimensional stability | DIN 30646 | 0.25 mm max |
| Adhesion, initial | FINAT FTM-1, stainless steel | 460 N/m |
| Adhesion, ultimate | FINAT FTM-1, stainless steel | 500 N/m |
| Flammability | | Self extinguishing |
| Shelf life | Stored at 22°C/50-55% RH | 2 years |
| Accelerated ageing | SAE J 1960 1500 hours exposure | No negative impact on film performance |
| Durability ** | Vertical exposure | |
| | Black & white | up to 8 years |
| | Colours & transparent | up to 7 years |
| | Metallics | up to 5 years |

# Thermal

| | |
|---|---|
| Application temperature | Minimum: + 10°C |
| Temperature range | - 40°C to + 110°C |

# Chemical

| | | |
|---|---|---|
| Humidity resistance | 200 hours exposure | No effect |
| Corrosion resistance | 120 hours exposure | No contribution to corrosion |
| Water resistance | 48 hours immersion time | No effect |
| Chemical Solvent Resistance | | |
| **Test Fluid:** | **Immersion Time:** | |
| Diesel oil | 1 hour | No effect |
| Antifreeze | 4 hours | No effect |

**Important**

Information on physical 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 any material for their specific use.

All technical data is subject to change without prior notice.

**Warranty**

Avery Dennison® 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 guarantee, warranty, or make any representation contrary to the foregoing.

All Avery Dennison® materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

****Durability**

Durability is based on exposure conditions in the normal middle European and central North American regions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing north in the southern hemisphere or south in the northern hemisphere; in areas of long high temperature exposure such as northern Australia; in industrially polluted areas or high altitudes, exterior performance will be decreased. Please refer to Avery Dennison Instructional Bulletin 1.3 for definitions and reductions based on the 'Zone System'.

Metallic films are not recommended or warranted when applied on non-vertical surfaces.

***Information unavailable at time of printing.

# Test Methods

**Dimensional stability:**
Is measured on a 150 x 150 mm aluminium panel to which a specimen has been applied; 72 hours after application the panel is exposed for 48 hours to + 70°C, after which the shrinkage is measured.

**Adhesion:**
(FTM-1, FINAT) is measured by peeling a specimen at a 180° angle from a stainless steel or float glass panel, 24 hours after the specimen has been applied under standardised conditions. Initial adhesion is measured 20 minutes after application of the specimen.

**Flammability:**
A specimen applied to aluminium is subjected to the flame of a gas burner for 15 seconds. The film should stop burning within 15 seconds after removal from the flame.

**Temperature range:**
A specimen applied to stainless steel is exposed at high and low temperatures and brought back to room temperature. 1 hour after exposure the specimen is examined for any deterioration. Note: Prolonged exposure to high and low temperatures in the presence of chemicals such as solvents, acids, dyes, etc. may eventually cause deterioration.

**Chemical Resistance:**
All chemical tests are conducted with test panels to which a specimen has been applied. 72 hours after application the panels are immersed in the test fluid for the given test period. 1 hour after removing the panel from the fluid, the specimen is examined for any deterioration.

**Corrosion Resistance:**
A specimen applied to aluminium is exposed to saline mist (5% salt) at 35ºC. After exposure, the film is removed and the panel is examined for traces of corrosion.