

# PRODUCT DATA SHEET

## Avery Dennison® 400 Colours

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### Introduction

Avery Dennison 400 Colours are multi-purpose screenprint films for a wide variety of relatively short-term applications. This series is available in black gloss (Avery Dennison 400), black matt (Avery Dennison 420) and yellow gloss (Avery Dennison 400).

### Conversion

**Offset-printed:** with UV-curing inks, which are resistant to plasticiser / suitable for films.

**Screen-printed:** with conventional (i.e. solvent-based) and UV-curing inks.

Consult your printing ink supplier about suitable printing inks. All printing inks should be tested for suitability prior to use.

### Recommendations

- » Short term outdoor advertising
- » Posters, panels and signs at exhibitions
- » Billboard advertising
- » Public transport advertising
- » Vehicle decorations and advertising
- » Labels and stickers
- » Point of sale promotions

### Features

Avery Dennison 400 Colours feature excellent conversion and printing characteristics: they can be screenprinted with most common screen inks for self-adhesive films. Avery Dennison 400 Colours have excellent layflatness and dimensional stability properties to ensure high output and exact registered prints. Avery Dennison 400 Permanent Colour series have excellent outdoor exposure properties.



#### Face Film

80 micron, monomerically plasticised vinyl film



#### Adhesive

Permanent: General-purpose emulsion acrylic adhesive with high initial adhesion on most common substrates.



#### Backing

Standard, one side coated kraft liner



#### Durability

2 years



#### Shelf Life

2 years

## Physical Characteristics

	Test method <sup>1</sup>	Results
<b>Product</b>		
Caliper, facefilm (micron)	ISO 534	80
Grammage, facefilm (g/m <sup>2</sup> )	ISO 536	Black: 93 Yellow: 104
Caliper, backing paper (micron)	ISO 534	132
Grammage, backing paper (g/m <sup>2</sup> )	ISO 536	128
Shelf life (years)	Stored at 22° C/50-55 % RH	2
Durability <sup>2</sup> (years)	Vertical exposure	2

### Adhesive

General-purpose permanent emulsion acrylic adhesive with high initial adhesion on most common substrates.

Adhesion (N/m)	FTM-1 on steel/after 24h	600
Tack (N/m)	FTM 9 on glass	320

### Temperature range

Application temperature (Minimum: °C)	>+5
Service temperature range	
up to 24hrs (°C)	+80
up to 1 hr (°C)	+110
Resistance to cold (°C) <sup>3</sup> down to	-40

3) Not fully resistant until after adhesion reaches full strength – after at least 24 hrs

## 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.

All technical data are subject to change. In case of any ambiguities or differences between the English and foreign versions of this document, the English version shall be prevailing and leading.

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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