

Product Data Bulletin

MPI 3500 POP Film (Revision 0)

Dated: 09/30/03

Description:

Avery Dennison™ MPI 3500 POP Film is a tough, scuff-resistant, flexible, white promotional calendered vinyl film. MPI 3500 POP Film is especially well suited for applications such as Point of Purchase, Product Identification Labels, BUMPER stickers, Short Term OEM Decals and Posters.

Construction:

Face Film:	3.2 mil (81 m) flexible, matte calendered vinyl film
Adhesive:	Permanent, clear, acrylic pressure-sensitive
Release Liner:	90# StaFlat

Physical Properties:

The following information on physical and chemical characteristics is based upon tests believed to be reliable. The values are intended only as a source of information. They are given without guarantee and do not constitute a warranty. The purchaser should independently determine, prior to use, the suitability of this material for his/her specific purpose (Data represents averages and is not intended for use as a specification).

Recommended Print Method:	Solvent Inkjet (Reference IB #5.80 for printer compatibility.)		
Outdoor Durability:	Up to 6 months when properly processed and applied (vertical exposure, unprinted film).		
Minimum Surface/Ambient Air Application Temperature:	50° F (10° C)		
Application Surface:	Flat or simple curves		
Service Temperature Range:	-40° F to 176° F (-40° C to 80° C) (Reasonable range of temperatures which would be expected under normal environmental time and temperature conditions).		
Typical Adhesion Values:	180° Peels		
	Substrate	24 hrs	1 week
	Stainless Steel	3.0 lbs/in	3.5 lbs/in
		(525 N/m)	(612 N/m)
	NOTE: Tested per ASTM 1000. Always pre-test your specific substrate prior to actual application.		
Typical Film Caliper (w/adhesives):	4.0 mils (109 µm)		
Chemical Resistance:	Resistant to most mild acids, alkalis and salt solutions		
Shelf Life:	One year when stored at the following temperatures and humidity conditions 68°-77° F (20° - 25° C) and 50±5% R. H.		
Dimensional Stability	Good. Determined by measuring shrinkage of film applied to 35 in. ² (232 cm ²) aluminum test panel after 72 hrs. aging at 73° F (23° C) and 50±5% R. H. followed by 48 hrs. at 150° F (65°C)		



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Typical Converting Methods:

Thermal Die-Cutting:	Yes, 290° F - 300° F (143° C to 149° C) for 0.5 - 1.0 second. Cutting temperatures and dwell times will vary with differences in die configuration and individual machines. Always test prior to production.
Steel Rule Die-Cutting	Yes

Revisions have been italicized.

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