

## Introduction

Avery 700 Premium Films are ideal for many medium-life indoor and outdoor applications with an excellent dimensional stability. Avery 700 Premium Films are available in a very extensive range of standard colours. Any other colour can be ordered through our extended colour match services.

## Description

Facefilm: 64 micron polymeric vinyl film  
Adhesive: permanent, acrylic based  
Backing paper: one side coated bleached kraft paper, 130 g/m<sup>2</sup>

## Conversion

Avery 700 Premium Films can be cut on a wide variety of computerised sign cutting equipment. Die cutting will also show good performance. Avery 700 Premium Films can be thermal transfer printed.

## Features

- Superior cutting and weeding.
- Excellent dimensional stability.
- High gloss appearance.
- Attractive film range with 120 colours.
- Good opacity.

Avery 700 Premium Films White and 730 Premium Films White Matt are manufactured on a blue contrast backing paper for ease of conversion.

## Recommendations for use

Avery 700 Premium Films offer a very wide range of special colours for:

- Window graphics.
- Directional signage, indoor and outdoor.
- Vehicle graphics, rigid sided.
- Poster sites.
- Promotional displays.

Application surfaces may vary from regular flat to curved substrates for which a medium-term durability is required.

**Physical properties**

| Features                     | Test method <sup>1</sup>     | Results                                |
|------------------------------|------------------------------|----------------------------------------|
| Caliper, facefilm            | ISO 534                      | 64 micron                              |
| Caliper, facefilm + adhesive | ISO 534                      | 90 micron                              |
| Dimensional stability        | DIN 30646                    | 0,25 mm. max                           |
| Elongation at break          | DIN 53445                    | 120%                                   |
| Adhesion, initial            | FINAT FTM-1, stainless steel | 460 N/m                                |
| Adhesion, ultimate           | FINAT FTM-1, stainless steel | 660 N/m                                |
| Flammability                 |                              | self-extinguishing                     |
| Accelerated ageing           | SAE J 1960, 1500h exposure   | No negative impact on film performance |
| Shelf life                   | Stored at 22° C/50-55 % RH   | 2 years                                |
| Durability <sup>2</sup>      | Vertical exposure            |                                        |
| Black & White                |                              | 8 years                                |
| All Colours & Transparent    |                              | 7 years                                |
| Metallics                    |                              | 5 years                                |

**Temperature range**

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

**Chemical resistance**

| Features             | Test method <sup>1</sup>                                                             | Results                |
|----------------------|--------------------------------------------------------------------------------------|------------------------|
| Humidity resistance  | 200 hours exposure                                                                   | No effect              |
| Saltspray resistance | 120 hours exposure                                                                   | No effect              |
| Water resistance     | 48 hours immersion                                                                   | No effect              |
| Solvent resistance   | applied to aluminium:<br>1 hour diesel oil immersion<br>4 hours antifreeze immersion | No effect<br>No effect |

**Important**

Information on physical and chemical 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 this material to their specific use. All technical data are subject to change.

**Warranty**

Avery® branded 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 any guarantee, warranty, or make any representation contrary to the foregoing. All Avery® branded materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

**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.