

Avery[®] IC MPI 2981 Matte Translucent

Removable StaFlat

(formerly: MPI 3401)

Revision: 1 Dated: 12/17/2010

Uses:

Avery IC MPI 2981 Matte Translucent is a tough, scuff-resistant, flexible white promotional calendared vinyl film. IC MPI 2981 Matte Translucent is an intermediate calendared film with a removable adhesive making this product is the answer for shorter-term self-adhesive, illuminated signage.



Face: 3.4 mil (86 microns) matte



Adhesive: Removable Acrylic (clear)



Liner: 90# StaFlat



Durability: Up to 3 years (unprinted)

Application Surfaces:

Flat, simple curves (restricted to non-spill areas)

Features:

- Consistent printability
- Great image clarity and color pop
- Opaque
- Dimensionally stable liner for easy converting
- ICC profiles available on Avery website (www.iccprofiles.averygraphics.com)

Conversion:

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Thermal Die-Cutting | <input type="checkbox"/> Thermal Transfer | <input checked="" type="checkbox"/> Solvent based inkjet |
| <input checked="" type="checkbox"/> Flat Bed Sign-Cut | <input type="checkbox"/> Screen Printing | <input checked="" type="checkbox"/> Mild/Eco Solvent inkjet |
| <input checked="" type="checkbox"/> Drum Roller Sign-Cut | <input type="checkbox"/> Cold Overlaminating | <input checked="" type="checkbox"/> UV inkjet |
| <input checked="" type="checkbox"/> Steel Rule Die-Cutting | <input type="checkbox"/> Water based inkjet | <input checked="" type="checkbox"/> <i>Latex Inkjet</i> |

Common Applications:

- | | | |
|---|--|---|
| <input type="checkbox"/> Fleet | <input checked="" type="checkbox"/> Backlit Signs | <input checked="" type="checkbox"/> Window Graphics |
| <input type="checkbox"/> Vehicle | <input checked="" type="checkbox"/> Wall Murals | <input checked="" type="checkbox"/> Outdoor Signage |
| <input type="checkbox"/> Marine/ Watercraft | <input checked="" type="checkbox"/> POP/ Tradeshow | <input checked="" type="checkbox"/> Floor Graphics |



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Physical Characteristics:

Property	Value	
Caliper, face	3.4 mil (97 µm)	
Caliper, adhesive	1.0mil (25 µm)	
Dimensional stability	<0.065"(1.651 mm)	
Tensile at Yield	Note: Ink loads in excess of 250% may cause increased shrinkage of the printed film.	
Elongation		
Gloss	Hunter Gloss @ 60	55 ±10
Adhesion: 15 min.	2.5 lbs/in (438 N/m)	
Flammability	Self Extinguishing	
Shelf-Life	1 year	
Durability	Vertical Exposure	Unprinted – 3 years Printed – Up to 2 years
Min. Application Temperature	50° F (10° C)	
Service Temperature	-40° - 180°F (-40° - 82° C) (Reasonable range of temperatures which would be expected under normal environmental conditions).	
Chemical resistance	Resistant to most mild acids, alkalis, and salt solutions.	

Important:

Information on physical and chemical characteristics are based on tests believed to be reliable. The values are intended only as a source of information. This information is given without guaranty and do not constitute a warranty. The purchaser should independently determine, prior to use, the suitability of any material for their specific purpose. (Data represents average values where applicable, and is not intended for specification purposes)

Warranty:

All statements, technical information and recommendations about Avery Dennison products are based upon tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that Purchaser has independently determined the suitability of such products for its purposes. Avery Dennison products are warranted to be free from defects in material and workmanship for either one year (or the period stated on the specific product information literature in effect at time of delivery, if longer) from date of shipment if said product is properly stored and applied. It is expressly agreed and understood that Avery Dennison's sole obligation and Purchaser's exclusive remedy under this warranty, under any other warranty, express or implied, or otherwise, shall be limited to repair or replacement of defective product without charge at Avery Dennison's plant or at the location of product (at Avery Dennison's election), or in the event replacement or repairs is not commercially practical, to Avery Dennison's issuing Purchaser a credit reasonable in light of the defect in the product.

Avery Dennison's liability for defective products shall not exceed the purchase price paid therefore by Purchaser and in no event shall Avery Dennison be responsible for any incidental or consequential damages whether foreseeable or not, caused by defects in such product, whether such damage occurs or is discovered before or after replacement or credit, and whether or not such damage is caused by Avery Dennison's negligence.

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Dimensional stability:

Is measured on a 6" x 6" (150 x 150 mm) aluminum panel to which a specimen has been applied; 72 hours after application the panel is scored in a cross pattern, exposed for 48 hours to 150°F (65°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 panel, 24 hours after the specimen has been applied under standardized conditions. Initial adhesion is measured 15 minutes after application of the specimen.

Flammability:

A specimen applied to aluminum 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.

Revisions are italicized



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