

# Avery<sup>®</sup> IC MPI 2923/ 2903 Easy Apply

Permanent / Easy Apply / StaFlat

Revision: 2 Dated: 12/17/2010

## Uses:

Avery IC MPI 2923 & 2903 Easy Apply (also known as EZ) Series are calendered vinyl films which offer exceptional value for applications requiring a mid-term durable product combined with an opaque, permanent adhesive. IC MPI 2923 and 2903 Easy Apply Series films are well suited for applications such as Point-of-Purchase, Product Identification Labels, Medium Term OEM Decals as well as Outdoor and General Signage.



**Face:** calendered  
2903 - 3.0 mil (75 µm)  
2923 - 3.4 mil (86 µm)



**Adhesive:** Permanent Gray Acrylic



**Liner:** 90# StaFlat



**Durability:** Up to 5 years (unprinted)

**Application Surfaces:**

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

## Features:

- Gray adhesive provides opacity to covers whatever is underneath
- MPI2903 Gloss Easy Apply gloss finish
- MPI2923 Matte Easy Apply, matte finish
- Good durability and outdoor performance for short to mid-term applications
- Great image clarity and color pop
- ICC profiles available on Avery website ([www.iccprofiles.averygraphics.com](http://www.iccprofiles.averygraphics.com))

## Conversion:

- Thermal Die-Cutting
- Flat Bed Sign-Cut
- Drum Roller Sign-Cut
- Steel Rule Die-Cutting

- Thermal Transfer
- Screen Printing
- Cold Overlaminating
- Water based inkjet

- Solvent based inkjet
- Mild/Eco Solvent inkjet
- UV inkjet
- Latex Inkjet

## Common Applications:

- Fleet
- Vehicle
- Marine/ Watercraft

- Backlit Signs
- Wall Murals
- POP/ Tradeshow

- Window Graphics
- Outdoor Signage
- Floor Graphics



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## Physical Characteristics:

Property		Value
Caliper, face		2903 - 3.0 mil (75 µm) 2923 - 3.4 mil (86 µm)
Caliper, adhesive		1.0mil (25 µm)
Dimensional stability	unprinted	<0.025" (0.588 mm)
		Note: Ink loads in excess of 250% may cause increased shrinkage of the printed film.
Gloss	Hunter Gloss @ 60	2903 - 90 2923 - 15
Adhesion: 15 min.		4.0 lbs/in (700 N/m)
Flammability		Self Extinguishing
Shelf-Life		1 year
Durability	Vertical Exposure unprinted/printed*	2903 - up to 4/3 years 2923 - up to 5/4 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.

\* With appropriate laminate, see Digital Media Selector for further information

### 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:

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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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