

# Avery Dennison® 700 Premium Film

## New Generation

### Features

- Superior cutting and weeding
- Very good dimensional stability
- Conformable to flat and simple curved surfaces
- High opacity
- Extensive range of popular colours
- Brilliant cast-like gloss finish
- Up to 8 year outdoor durability
- Contrasting blue backing on 700 white and 730 matt white for easy weeding

### Conversion

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Flat bed cutters     | <input type="checkbox"/> Cold overlaminating |
| <input checked="" type="checkbox"/> Friction fed cutters | <input type="checkbox"/> Estat printing      |
| <input checked="" type="checkbox"/> Die cutting          | <input type="checkbox"/> Water based inkjet  |
| <input type="checkbox"/> Thermal transfer                | <input type="checkbox"/> Solvent inkjet      |
| <input type="checkbox"/> Screen printing                 | <input type="checkbox"/> UV Cured inkjet     |

### Uses

Avery Dennison 700 Series is a premium calendered film and offers excellent value for money and a brilliant selection of colours for a wide range of medium term outdoor or indoor general signage applications where conformability to flat and simple curved surfaces and 6 year outdoor performance is required.

### Description



**Film:** 64 micron polymeric calendered vinyl



**Adhesive:** Permanent acrylic



**Backing:** One side coated Kraft paper, 130 g/m<sup>2</sup>



**Outdoor life:**  
Up to 8 years



**Colours:** 100 standard

### Common Applications

- Flat sided trucks
- Cars and vans
- Buses
- Architectural signage
- Directional signage
- Window graphics
- Point of purchase

## Physical characteristics

### General

Caliper, facefilm	ISO 534	64 micron
Caliper, facefilm & adhesive	ISO 534	90 micron
Dimensional stability	DIN 30646	0.25 mm max
Adhesion, initial	FINAT FTM-1, stainless steel	460 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	500 N/m
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55% RH	2 years
Accelerated ageing	SAE J 1960 1500 hours exposure	No negative impact on film performance
Expected Durability **	Vertical exposure^^	
	Black & white	up to 8 years
	Colours & transparent	up to 7 years
	Metallics	up to 5 years

^^Horizontal applications are not warranted and do not have any expectations of durability. The exposure of films in the horizontal position invalidates any performance expectations as stated in appropriate Product Data Sheets, Instructional Bulletins and ICS Performance Guarantee Durability Bulletins. Films may retain legibility, but will not provide published expected durability for gloss, colour retention, chalking, dimensional stability and overall aesthetic performance.

### Thermal

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

### Chemical

Humidity resistance	200 hours exposure	No effect
Corrosion resistance	120 hours exposure	No contribution to corrosion
Water resistance	48 hours immersion time	No effect
Chemical Solvent Resistance		
<b>Test Fluid:</b>	<b>Immersion Time:</b>	
Diesel oil	1 hour	No effect
Antifreeze	4 hours	No effect

### Test Methods

#### Dimensional stability:

Is measured on a 150 x 150 mm aluminium panel to which a specimen has been applied; 72 hours after application the panel is exposed for 48 hours to + 70°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 or float glass panel, 24 hours after the specimen has been applied under standardised conditions. Initial adhesion is measured 20 minutes after application of the specimen.

#### Flammability:

A specimen applied to aluminium 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.

### Important

Information on physical 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 any material for their specific use.

All technical data is subject to change without prior notice.

### Warranty

Avery Dennison® 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 guarantee, warranty, or make any representation contrary to the foregoing.

All Avery Dennison® materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

### \*\*Expected Durability

The expected durability of Avery Dennison films are defined as the expected performance life of the Avery Dennison graphic film(s) within Zone 1 of the Avery Dennison zone system, in outdoor vertical exposure conditions. The actual performance life will depend on a variety of factors, including selection and preparation of substrate, angle and direction of exposure, application methods, environmental conditions and cleaning/maintenance of the films. In case of films used in areas of high temperatures or humidity, high altitudes and industrially polluted areas the performance will be further reduced.

### Expected Durability and Warranted Period Definitions

Expected durability is the expected period of time defined in the product data sheet, the product should, but is not warranted to, perform satisfactorily when applied in vertical exposure conditions as defined in Instructional Bulletin 1.30. The warranted period as defined in ICS Performance Guarantee Bulletin 2.1, is the maximum period of time Avery Dennison will warrant the finished products performance in accordance with ICS Performance Guarantee Terms and Conditions 1.0, provided that the film is properly stored, converted and installed in accordance with Avery Dennison guidelines.

#### 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.

#### Corrosion Resistance:

A specimen applied to aluminium is exposed to saline mist (5% salt) at 35°C. After exposure, the film is removed and the panel is examined for traces of corrosion.