

PRODUCT DATA SHEET

Avery Dennison[®] 400 Gloss White

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Introduction

Avery Dennison 400 Gloss White is a multi-purpose screenprint film for a wide variety of relatively short-term applications. It is available with different adhesives and liners to suit specific uses.

Conversion

Offset-printed: with UV-curing inks, which are resistant to plasticiser / suitable for films.

Screen-printed: with conventional (i.e. solvent-based) and UV-curing inks.

Consult your printing ink supplier about suitable printing inks. All printing inks should be tested for suitability prior to use.

Recommendations

- » Short term outdoor advertising
- » Short term applications on apolar substrates (supertack)
- » Posters, panels and signs at exhibitions
- » Billboard advertising
- » Public transport advertising
- » Vehicle decorations and advertising, vehicle part labelling
- » Labels and stickers
- » Point of sale promotions (on e.g. electrical appliances using ultra-removable)
- » Large size window advertising and decorations (ultra-removable)

Features

Avery Dennison 400 Gloss White features excellent conversion and printing characteristics. Avery Dennison 400 Gloss White has excellent layflatness and dimensional stability properties to ensure high output and exact registered prints. Avery 400 Gloss White has excellent outdoor exposure properties. For information regarding technical guidance please visit our website under "Technical bulletins" – Screen printing.



Face Film

90µm Monomerically plasticised gloss white vinyl film



Adhesive

General-purpose emulsion acrylic adhesive available in permanent, removable, ultra-removable and supertack.



Backing

One side coated kraft liner. Available with standard backing for all adhesive types and with Scored backing* (parallel cracklines) only for Permanent and Removable adhesives.



Durability

2 years



Shelf Life

2 years

* Scored Backing liner consists out of liner with crush-scored lines, running in the machine direction, 62 mm apart. Bending along one of the lines will crack the backing open for easy removal.

The functionality of scored backing products is strongly related to the size of the graphic (sticker, label etc.). We advise not to use scored backing for graphics larger than A4 (210 x 297 mm) or smaller than A8 (52 x 74mm). Also the direction of the scorelines is of importance; for graphics from A8 to A6 (105x 148 mm) it is recommended to have the scorelines parallel to the short side of the label. For products not complying to these recommendations Avery Dennison does not take responsibility for the functionality of the scorelines.

Physical Characteristics

Product	Test method ¹	Results
Caliper, facefilm (micron)	ISO 534	90
Grammage, facefilm (g/m ²)	ISO 536	117
Caliper, backing paper (micron)	ISO 534	132
Grammage, backing paper (g/m ²)	ISO 536	128
Gloss	ISO 2813, 20°	65%
Shelf life (years)	Stored at 22° C/50-55 % RH	2
Durability ² (years)	Vertical exposure	2

Adhesive

Permanent: General-purpose emulsion acrylic adhesive with high initial adhesion on most common substrates.

Removable³⁾: General-purpose emulsion acrylic adhesive for applications where excellent removability⁴⁾ after the intended period of use is required.

Ultra-Removable³⁾: Special purpose emulsion acrylic removable adhesive with extra low adhesion level to facilitate removal⁴⁾ of applied films from products in shops, point-of-sale ads etc.

Supertack: Special permanent emulsion acrylic adhesive for apolar surfaces such as polyethylene, polypropylene: this adhesive may also perform better on slightly structured surfaces.

		Permanent	Removable	UR New	Supertack
Adhesion (N/m)	FTM 1 on steel after 24h	600	200	150	650
Tack (N/m)	FTM 9 on glass	320	200	140	400
Application temperature (Minimum: °C)		>+5	>+5	>+5	>+5
Service temperature (°C)					
up to 24hrs		+80	+80	+120	+90
up to 1hr		+110	+125	+140	+120
Resistance to cold (°C) ⁵⁾ down to		-40	-40	-40	-40

3) Removability up to 1 year

4) Not when applied to: Nitrocellulose paints, too fresh paints, ABS, Polystyrene, (fresh) screenprinting inks, certain types of PVC, Polycarbonate, PMMA.

5) Not fully resistant until after adhesion reaches full strength – after at least 24 hrs

Important

Information on physical and chemical characteristics and values in this document are based upon tests we believe to be reliable and do not constitute a warranty. 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. In case of any ambiguities or differences between the English and foreign versions of this document, the English version shall be prevailing and leading.

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.

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