

PRODUCT DATA SHEET

Avery Dennison® 420 Matt White

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Introduction

Avery Dennison 420 Matt White is a multi-purpose screenprint / UV-Offset printing film for a wide variety of relatively short term applications. It is available with different adhesives to suit specific uses.

Description

Facefilm: 80 micron, monomerically plasticized matt white vinyl film

Availability

	Adhesive ➡	Permanent	Removable
<i>Backing</i> ⤵ (one side coated kraft liner)			
Standard		x	x

Printability

Offset-printed: with both purely oxidative drying and UV-curing inks, which are resistant to plasticiser / suitable for films and

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.

Avery Dennison 420 Matt White features excellent conversion and printing characteristics. Avery Dennison 420 Matt White has excellent layflatness and dimensional stability properties to ensure high output and exact registered prints. Avery Dennison 420 Matt White has excellent outdoor exposure properties.

Recommendations for use

- Short term outdoor advertising
- Posters, panels and signs at exhibitions
- Billboard advertising
- Public transport advertising
- Vehicle decorations and advertising
- Labels and stickers
- Point of sale promotions

For information regarding EHS regulation please visit our website under downloads "Technical bulletins "TB 7.8 Product Compliance Avery Dennison Promotional Screen" and for technical guidance "Technical bulletins "– Screen printing.

Physical properties

Features	Test method ¹	Results
Caliper, facefilm	ISO 534	80 micron
Grammage, facefilm	ISO 536	112 g/m ²
Caliper, backing paper	ISO 534	132 micron
Grammage, backing paper	ISO 536	128 g/m ²
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability ²	Vertical exposure	2 years

Adhesives

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.

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.

	Permanent	Removable
Adhesion (N/m) (FTM 1 on steel/after 24h)	760	200
Tack (N/m) (FTM 9 on glass)	320	200
Minimum application temperature	> + 5	> + 5
Service temperature range up to 24 hrs (°C)	+ 80	+ 80
up to 1 hr (°C)	+ 110	+ 110
Resistance to cold (°C) ¹⁾ down to	- 40	- 20

¹⁾ Not fully resistant until after adhesion reaches full strength – after at least 24 hrs

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 without notice.

Warranty

All Avery Dennison statements, technical information and recommendations are based on 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. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>

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.