PRODUCT DATA SHEET

Avery Dennison® Polyester Films

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Introduction

Avery Dennison Polyester films is a range of products that are used for a wide variety of graphics.

Description

Facefilms: surface treated polyester.
Avery Dennison 710 – gloss transparent
Avery Dennison 710 – gloss chrome
Avery Dennison 711 – satin chrome
Avery Dennison 772 – brushed chrome

Availability

Adhesive ➲ / *Backing* (white two-side polyethylene coated kraft paper) ➲	Permanent
Standard	**x**

Conversion

Avery Dennison Polyester films can be printed in screen printing, offset litho and letterpress. Each process requires special inks and processing conditions. Ask your ink manufacturer for detailed processing procedures.

Features

High tensile strength films
Excellent solvent and chemical resistance
Excellent adhesion to a wide range of substrates
Bright Silver colour, enhancing luxury appearance
Attractive 'brushed metal' appearance of Avery Dennison 772
Durable, permanent adhesive
High transparency of Avery Dennison 710 Transparent

Recommendations for use

Double sided window stickers
Nameplates and decorative trim
Product labels and serial numbers
Bicycle decorations
Printed/unprinted graphics

PRODUCT CHARACTERISTICS — Avery Dennison® Polyester Films

Physical properties

Features	Test method[1]	Results
Caliper, facefilm – Avery Dennison 710	ISO 534	23 micron
Caliper, facefilm – Avery Dennison 711	ISO 534	24 micron
Caliper, facefilm – Avery Dennison 772	ISO 534	50 micron
Dimensional stability		
Avery Dennison 710/711	DIN 30646	0.1 mm max.
Avery Dennison 772	DIN 30646	0.2 mm max.
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability[2]	Vertical exposure	
710 Transparent		2 years
710 Chrome / 711 Satin Chrome		2 years
772 Brushed Chrome		2 years

Adhesives

Permanent — A glass clear, acrylic-based adhesive for maximum sunlight and weather resistance. Good initial tack and ultimate adhesion.

	Permanent	
Minimum application temperature	+10°C	
Service temperature range	-20°C to +80°C (24hrs) +110 °C (1hr)	
Adhesion on stainless steel, initial	550 N/m	FTM-1
Adhesion on stainless steel, ultimate	750 N/m	FTM-1

Chemical properties

Features	Test method[1]	Results
Humidity resistance	120 hours exposure	No effect
Corrosion resistance	120 hours exposure	No contribution to corrosion
Water resistance	48 hours immersion	No effect
Chemical resistance	Mild acids	No effect
	Mild alkalis	No effect
Solvent resistance	Applied to aluminium	No effect if exposed to: oils, greases, aliphatic solvents, motor oils, heptane, kerosene and JP-4 fuel.

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.