



Inspired Brands.
Intelligent World.™

Decorative Architectural Film

[Catalogue 2015]





Avery Dennison is a world leader in graphic films that identify, promote and inform through thousands of products used everyday around the world. Our years of expertise and in-depth experience in graphics solutions and pressure-sensitive materials bring you endless possibilities to transform your ideas into impactful, captivating messages. From schools, offices to buildings, you will see Avery Dennison graphic films at work in all places.

Our graphics solutions pressure-sensitive materials help to beautify your surroundings and bring out the aesthetic features of your environment, building or brand. With Avery Dennison, you stay on top of your game without compromising on quality.

We have a steadfast commitment to excellence and innovation in our products. Our continuous innovation keeps us at the forefront of technology. Bringing decades of in-depth expertise with us, Avery Dennison introduces a stunning range of decorative films that will transform interior spaces in a distinct way. With our all-new Decorative Architectural Film (DAF), we progress to meet the rising demands in the architectural and interior industry.

Decorative Architectural Film brings you a range of seven types of films, each with a distinctive style. With over 75 designs to choose from, create stylish and beautiful interior areas with Avery Dennison as we set foot into the interior and architectural industry.

Avery Dennison continues to be at the forefront of the graphic films industry. We create an unforgettable experience as we enliven your surroundings - every corner you turn and everywhere you go.



Decorative Architectural Film (DAF)

It is astonishing what a thin layer of film can do for you. Explore endless possibilities with Avery Dennison Decorative Architectural Film. From ceilings, columns and walls, our new line of decorative films beautifies your interior spaces with highly distinctive design films instead of plain films.

Create elegant and sophisticated appearances for spaces small to large, commercial to residential.

Our decade of in-depth experience with graphic films means we know how to do it best. Without compromising on quality, we deliver high quality, aesthetically pleasing films that come with quick installation processes and powerful adhesions onto any surface.

Avery Dennison Decorative Architectural Film will allow you to enliven any interior area with style, distinction and value. Take your pick from our wide range of films - Wood Premium, Wood Standard, Abstract, Metallic, Pastel and Colour.



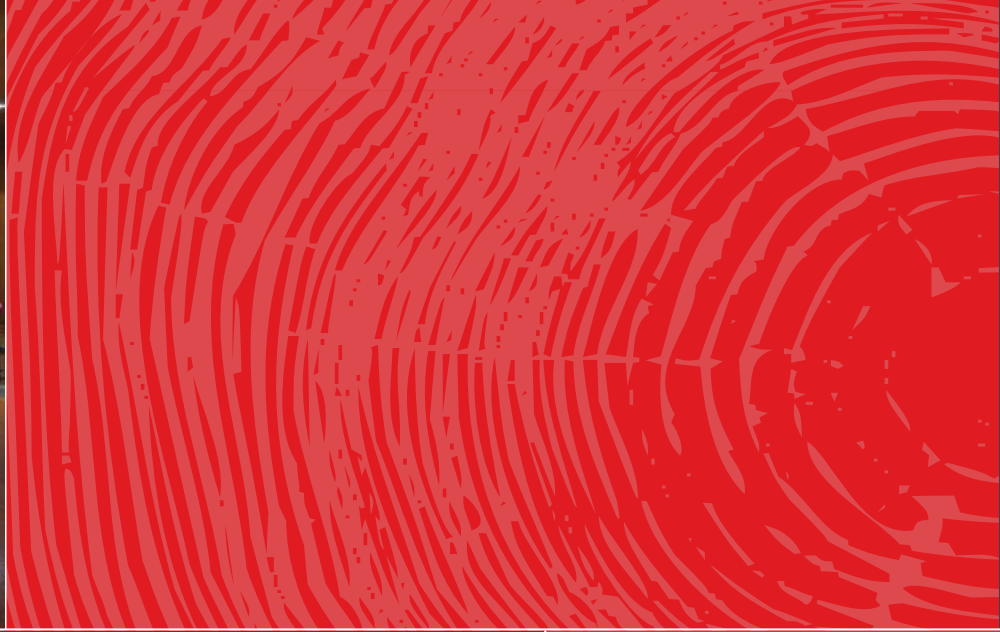
Benefits:

- Over 75 designs in a variety of colours and textures
- Realistic effects of natural materials and wood laminates
- Enhances interior aesthetics appearance to create different moods and atmosphere
- Long term usage with up to 10 years indoor durability
- Durable and superior quality - films are resistant to scratches and stains
- Lower cost alternatives to natural materials and wood laminates
- Fast and easy installation
- Fuss free maintenance - easy to clean
- Anti-bacterial properties available in selected designs for additional protection



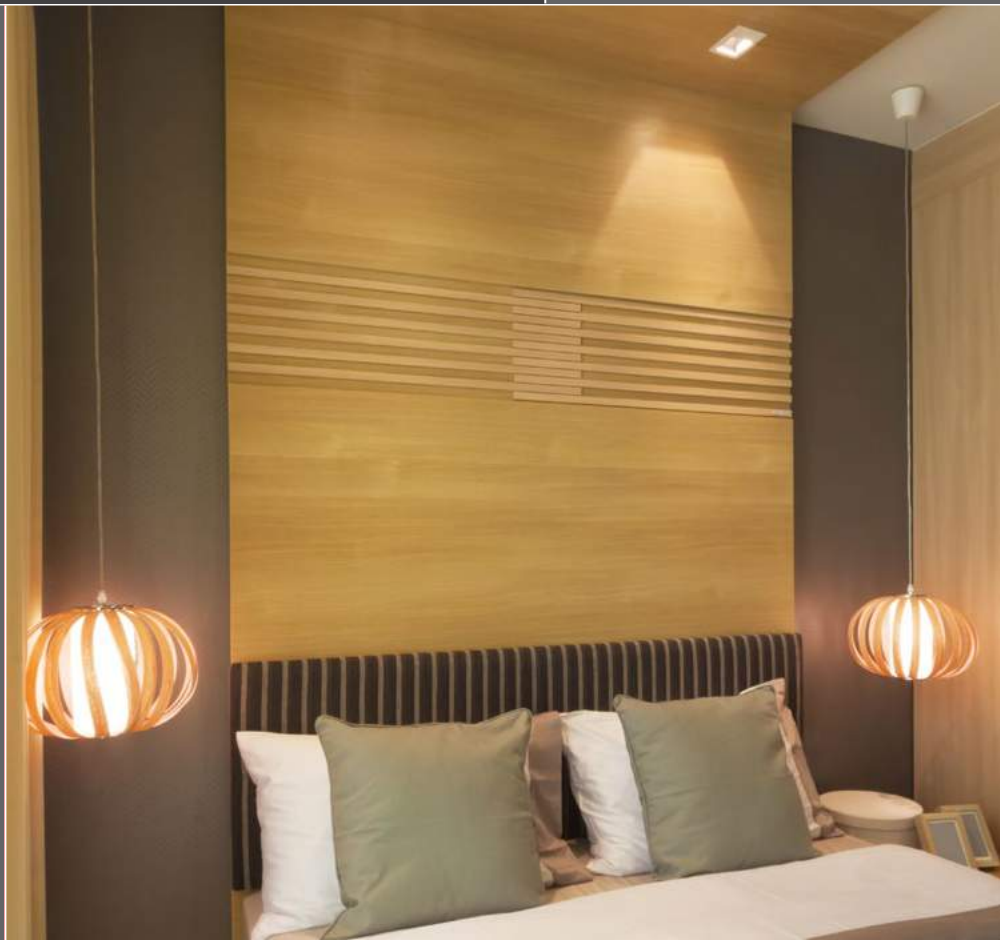
Contents

- 4 Wood Premium
- 8 Wood Standard
- 16 Abstract
- 18 Metallic
- 20 Pastel
- 22 Colour
- 25 Digital Print Series
- 28 Quick Erase
- 30 Window Film
- 33 Index



Wood Premium

Avery Dennison's premium textured wood range of Decorative Architectural Film exudes opulence and splendor. They are perfect for bringing that elegant touch to your hotel lobby or office building. Revive your interior spaces and give them a new lease of life.







WPG-305 ▲



WPG-307 ▲



WPG-304 ▲



WPG-308 ▲



WPG-303 ▲



WPG-305 ▲



WPG-302 ▲

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WPG-301 ▲



WPG-306 ▲



WPG-309 ▲



WPG-312 ▲



WPG-310 ▲



WPG-311 ▲



WPG-313 ▲



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Wood Standard

Wood standard offers a range of textured wood with timeless, elegant vinyl grains and hues. Complementing both traditional and modern interiors, they bring a fine, contemporary finish to your reception areas or meeting rooms.





WSA-202 ▲



WSA-220 ▲



WSA-216 ▲



WSA-205 ▲



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WSA-210 ▲



WSA-201 ▲



WSA-203 ▲



WSA-224 ▲



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WSA-209 ▲



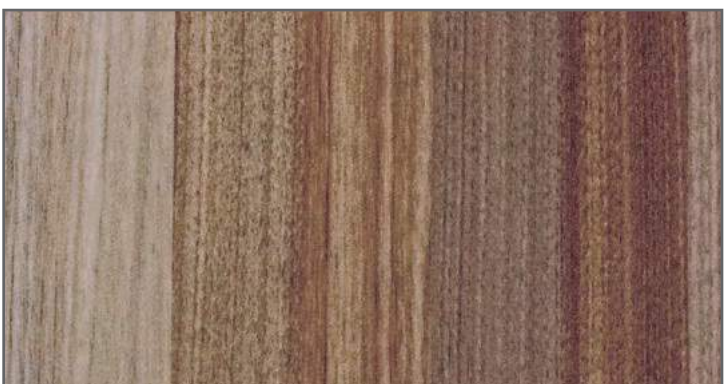
WSA-208 ▲



WSA-233 ▲



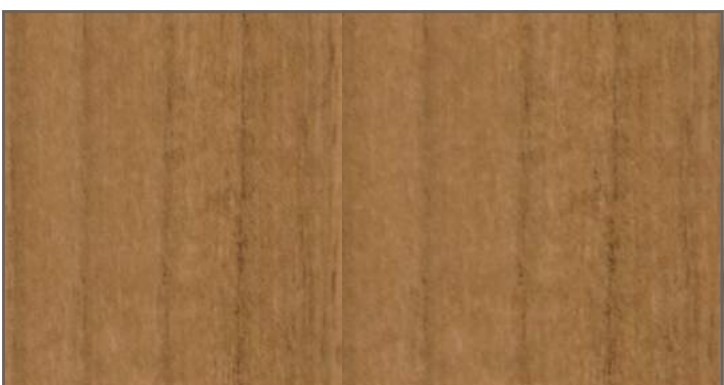
WSA-210 ▲



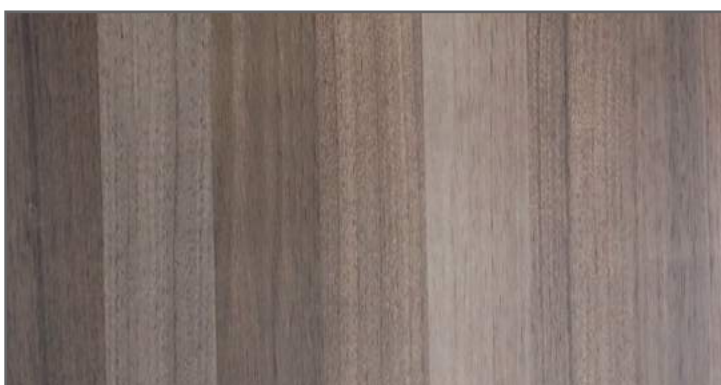
WSA-225 ▲



WSA-217 ▲



WSA-231 ▲



WSA-226 ▲



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WSA-206 ▲



WSA-223 ▲



WSA-221 ▲



WSA-206 ▲



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WSA-218 ▲



WSA-211 ▲



WSA-214 ▲



WSA-227 ▲



WSA-222 ▲



WSA-234 ▲



WSA-228 ▲



WSA-219 ▲



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WSA-207 ▲



WSA-212 ▲



WSA-213 ▲



WSA-204 ▲



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Anti-bacterial



WSA-230 ▲



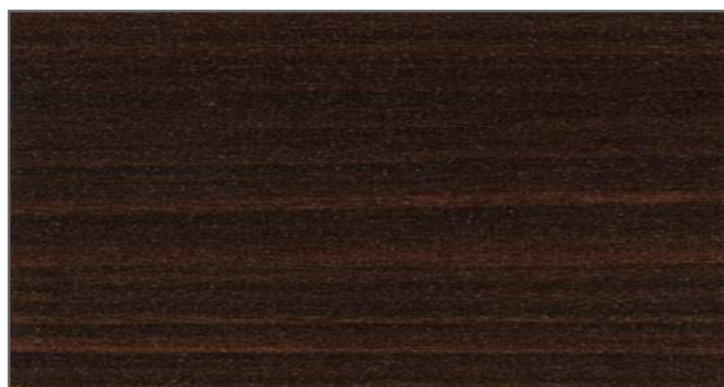
WSA-229 ▲



WSA-232 ▲



WSA-202 ▲

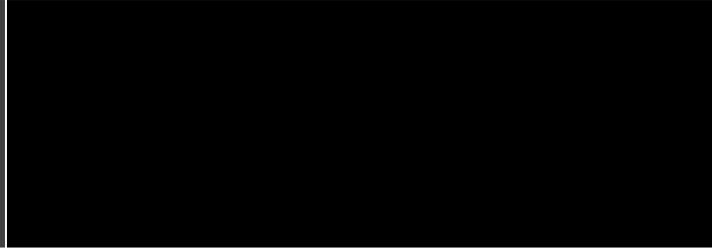


WSA-207 ▲



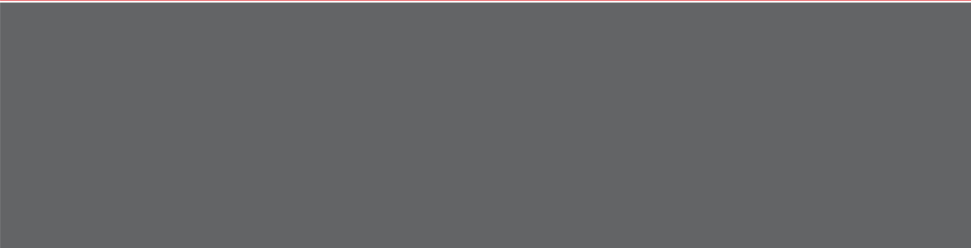
WSA-215 ▲

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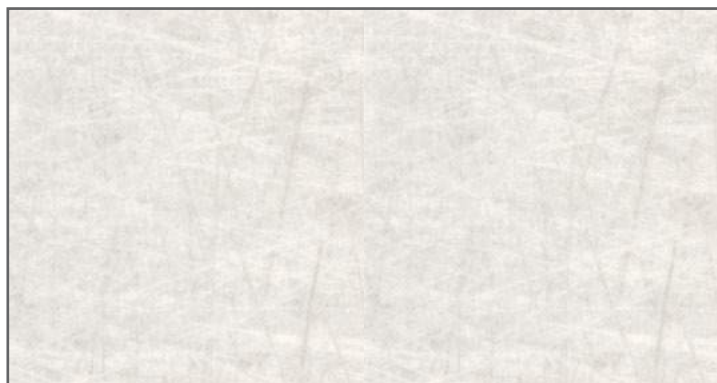
Abstract

Give a contemporary twist and add playful character to your interior surroundings. With our fabulously chic abstract vinyl designs on the walls of your retail spaces or shopping malls, you can be sure to make a bold statement!

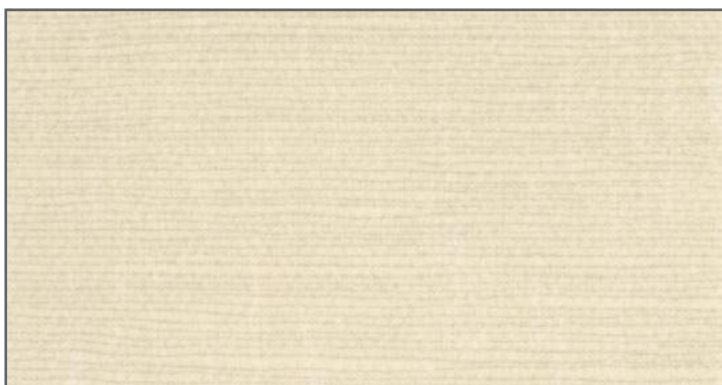




ABS-402 ▲



ABS-405 ▲



ABS-403 ▲



ABT-401 ▲



ABS-404 ▲



ABS-406 ▲



ABS-401 ▲



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Metallic

For a classy and urban interior look, choose from our stunning range of metallic vinyl designs. Whether it is in hotels, offices or retail shopping malls, metallic finishes add a unique futuristic touch.





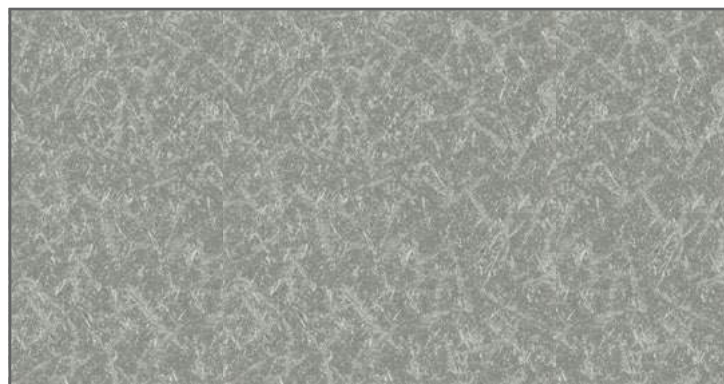
MET-506 ▲



MET-503 ▲



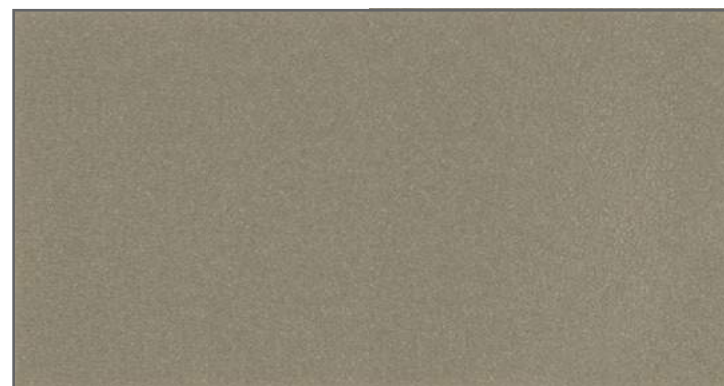
MET-505 ▲



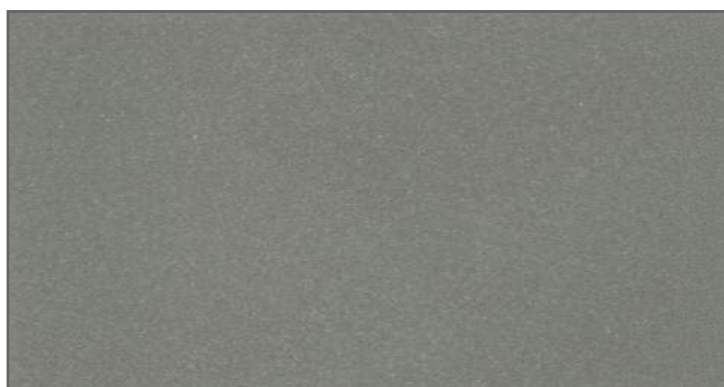
MET-507 ▲



MET-501 ▲



MET-502 ▲



MET-504 ▲



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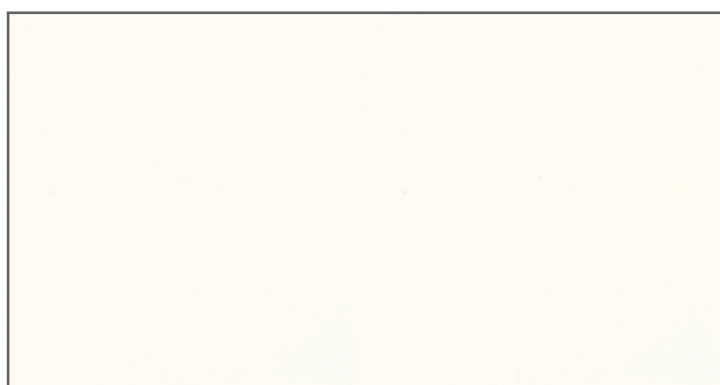
Pastel

Brighten up small spaces with the pastel films. Suitable for high humidity areas such as bathrooms, spas, and swimming pools.





Anti-bacterial



SNY-601 ▲



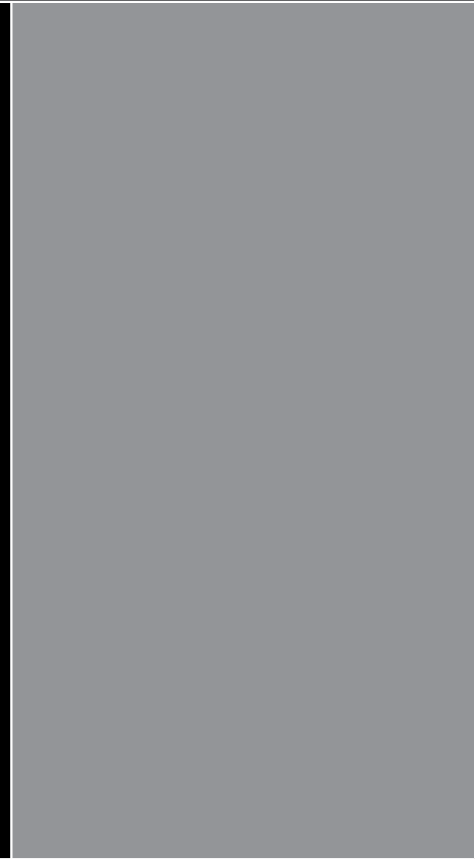
SNT-601 ▲



SNT-602 ▲



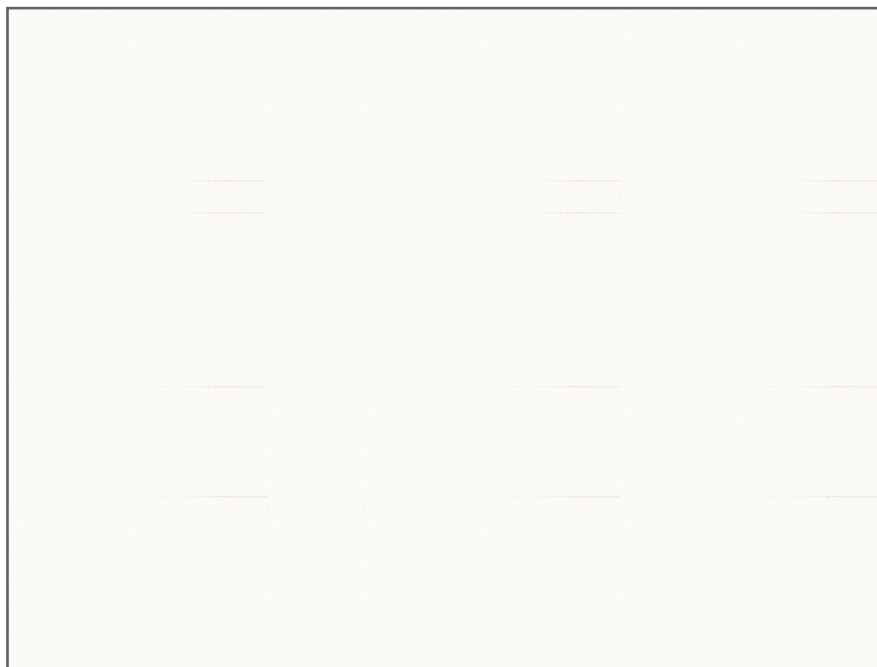
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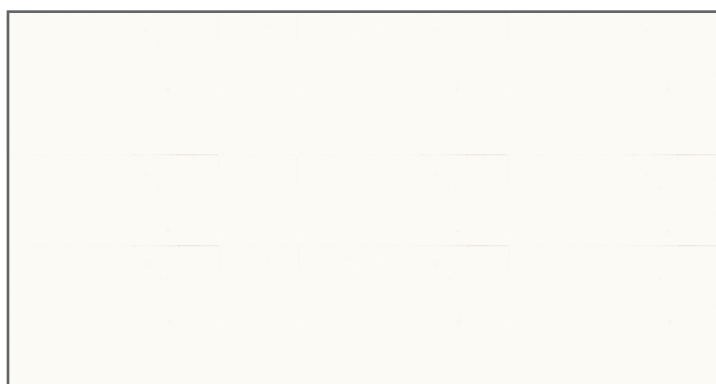
Colour

Solid colours give you flexibility and functionality as you design your interior areas. Create paint-like and beautiful gloss finishes with our colour vinyl films in children's playrooms or your walk-in wardrobes.

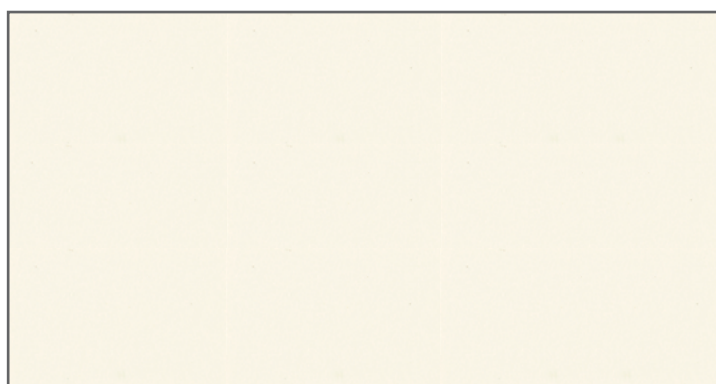




SCA-002 ▲



SCA-002 ▲



SCA-003 ▲

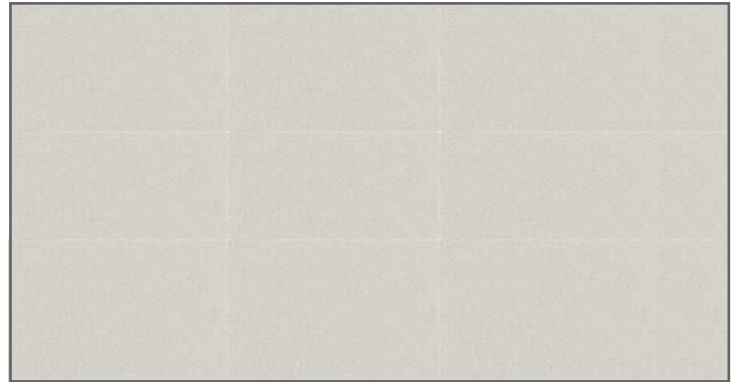


SCA-004 ▲

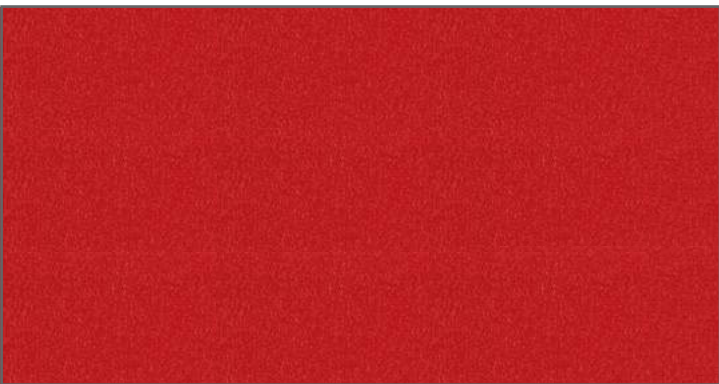




SCA-001 ▲



SCA-005 ▲



SCA-007 ▲



SCG-101(gloss finish) ▲

Note: Protective film on surface



SCA-006 ▲



SCG-102 (gloss finish) ▲

Note: Protective film on surface



SCA-008 ▲



SCG-103 (gloss finish) ▲

Note: Protective film on surface

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Digital Print Series

If you are looking for a customised print that best reflects your brand and personality, Avery Dennison has a comprehensive range of digital print media to suit all your needs.

The multi-purpose inkjet (MPI) series delivers digitally printed graphics with unmatched adhesive performance and durability. You can spruce up your meeting rooms, retail window displays or hotel rooms by customising prints and designs. Bring your creative ideas to life as you create extraordinary prints. With our digital over-laminates (DOL), enhance the overall aesthetic appeal of your prints and lengthen the lifespan of your creation. The digital over-laminates (DOL) are available in a matt finish for a soft, smooth appearance or gloss for shiny, lustre appearance.

Avery Dennison Quick Erase creates a whiteboard surface that gives you flexibility around a variety of indoor applications. Quick Erase can be applied on meeting/conference room walls, classroom walls, menu boards in cafes and retail point-of-purchase displays.

Customise your interior space and advertising visuals to possibilities beyond your wildest imaginations!



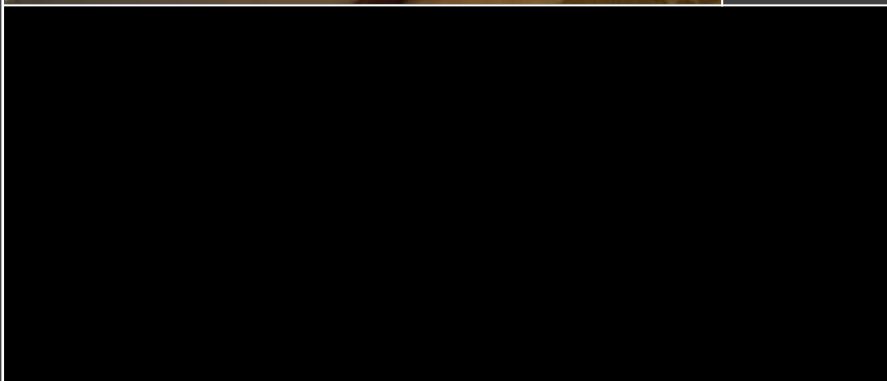


Digital Print – MPI and DOL

Avery Dennison's range of digital print media brings outstanding and compelling graphics that can transform any surface to an exciting visual space.

Our MPI and DOL series is designed to perform in a variety of print technologies and provides excellent durability suited for both indoors and outdoors.

From short-term promotional to long-term outdoor signage and fleet markings, make a bold visual statement that brings your brand message to life with Avery Dennison digital print media.



MPI 2611
without over-laminates ▶



MPI 2611 with
DOL 2000 (gloss) ▶



MPI 2611 with
DOL 2100 (matt) ▶



Quick Erase

Avery Dennison Quick Erase transforms your meeting rooms, classrooms, menu boards and conference rooms into an endless space of creativity with its easy write on/wipe off function.

With a simple application onto walls, partitions or a variety of interior surfaces, you can create a versatile whiteboard surface. Furthermore, our high-gloss, white, vinyl film wipes completely clean without leaving ghost marks of previous texts or drawings.

Avery Dennison Quick Erase gives you the flexibility to create and recreate your world.

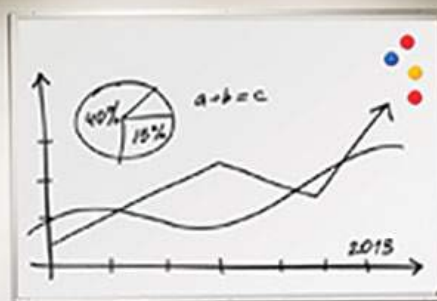
This indispensable tool for your home and office has up to 12 years of durability and excellent high opacity.



Verb "to go" - Future Continuous

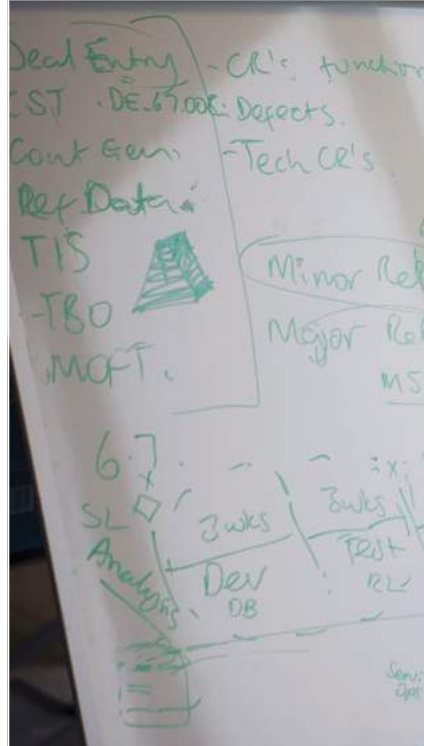
	affirmation	negative	question
I	I will be going	I won't be going	Will I be going?
he/she/it	He will be going	He won't be going	Will he be going?
you and they	You will be going	You won't be going	Will you be going?

Timeline diagram showing a period from 'now' to 'then' with a blue arrow pointing to the right.





Avery Dennison Quick Erase ▲

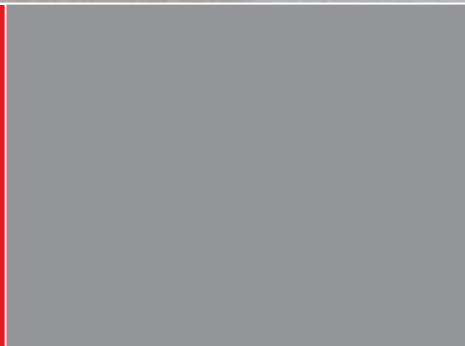


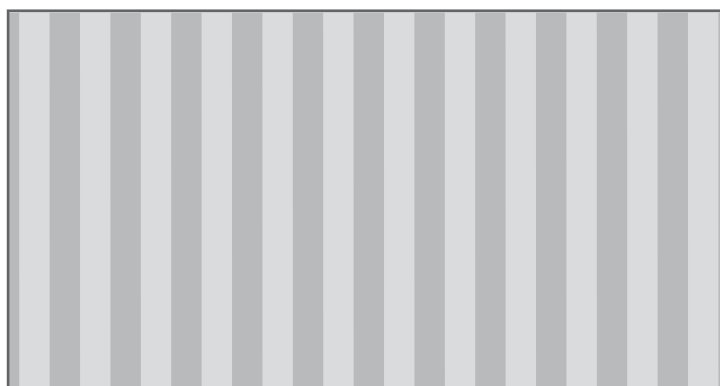
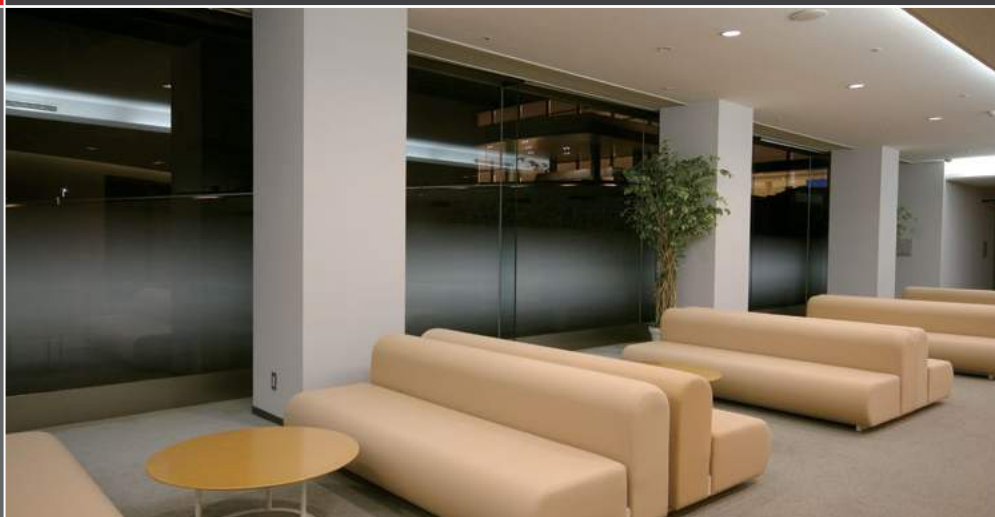
Window Film

It is easier than you think to transform a plain office, retail or public space.

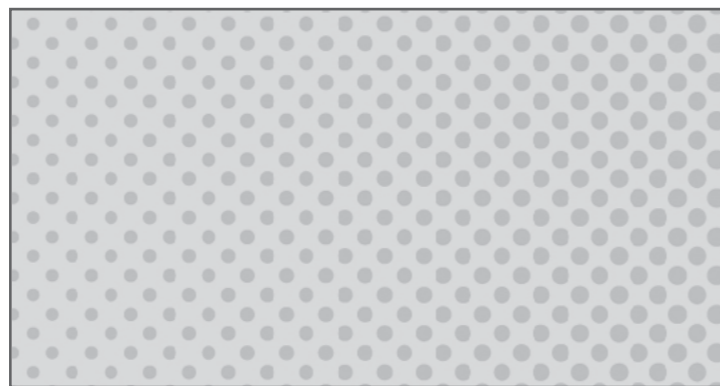
Avery Dennison's window film offers a wide range of decorative designs, with varying degrees of light intensity to allow you the privacy you need.

These films are ideal for private offices, glass partitions, conference rooms, hotel lobbies and other areas that require decorative privacy.

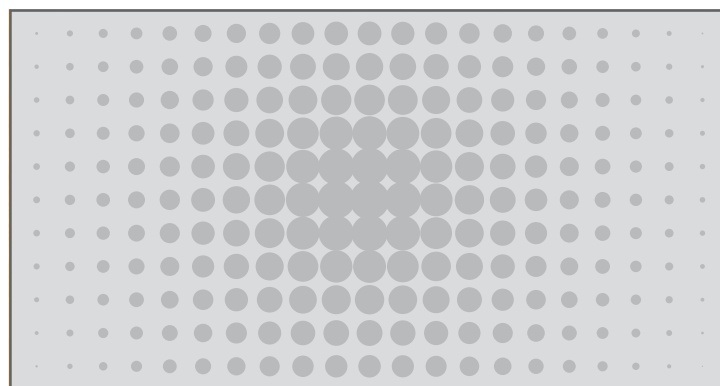




WDW-004 ▲

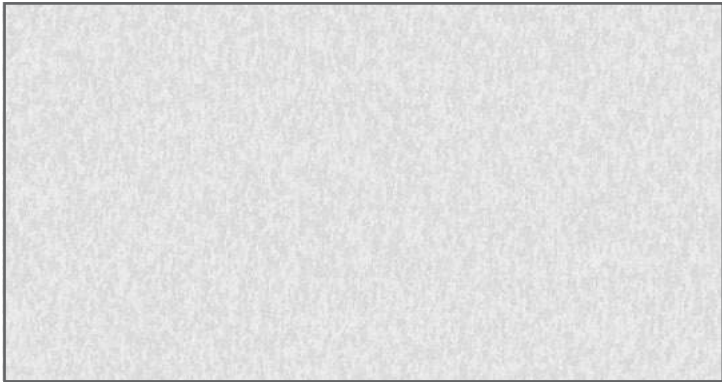


WDW-002 ▲

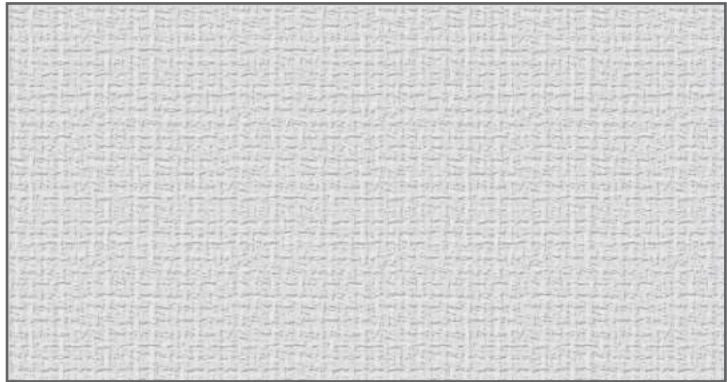


WDW-003 ▲

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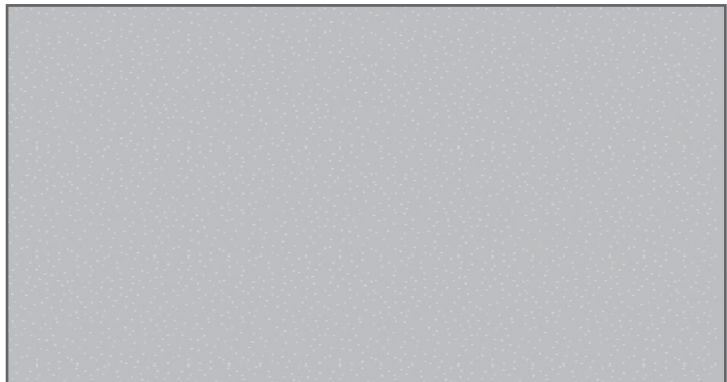
WDS-002 ▲



WDS-001 ▲



WDW-001 ▲



Etchmark ▲



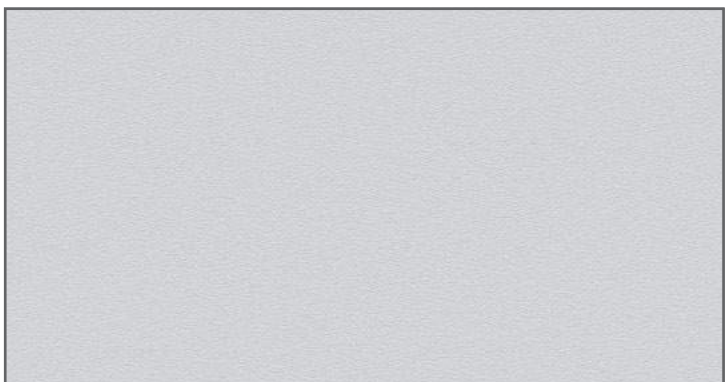
Frosted Sparkle ▲



Frosted Glass ▲



Crystal Glass ▲



Dusted Glass ▲

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Index

- Avery Dennison's Interior Finishing Product Comparison Chart
- Avery Dennison Decorative Architectural Film Technical Information
- Necessary Tools for Installation
- Base Preparation
- Usage Location Precaution
- Installation Precaution

Avery Dennison's Interior Finishing Product Comparison Chart

It is all in the details. Avery Dennison Decorative Architectural Film creates stylish interior spaces and enables you to tailor the perfect mood for your space.

With the various finishes available, ranging from wallpapers, wooden laminated panels to paint. Choosing the right product will mean the difference between an ordinary look and one that is unique, durable and stylish.

Durability, style, odour, maintenance and safety are some important considerations you should be mindful of when selecting your interior finishing product.

The comparison chart below will help you make better-informed decisions on interior finishing products:

Decorative Architectural Film	Wallpaper*	Wooden Laminated Panels**	Paint***
Wide range of textured finishes	Wide range of designs and limited textured finishes	Wide range of textured finishes	Limited to flat paint finishes
Self adhesive	Wet glue	Special fixing required	Paint
High durability up to 10 years	Estimated durability of 3 to 5 years	High durability	High durability
Thick robust PVC	Limited robustness	Non-conformable	Robust
Easy to maintain	Easy to maintain	Easy to maintain	Easy to maintain
Limited chemical smell	Strong chemical smell due to glue application	Some smell due to presence of formaldehyde (colourless, pungent smell gas)	Strong paint odour
Available with anti-bacterial finish	Anti-bacterial finish only available in premium range	Anti-bacterial finish only available in premium range	Anti-bacterial finish only available in premium range

Note: The above comparison chart are based on generic finishes in the market and does not reflect all products or any brands.

* Comparison based on low cost generic wallpaper in the market

** Comparison based on premium wood laminate or veneer in the market

*** Comparison based on generic paint application and features

Avery Dennison Decorative Architectural Film Technical Information

Common Applications

- Interior walls
- Elevator doors
- Ceilings
- Doors

Description

Film: 160 micron PVC film
 Adhesive: Permanent
 Backing: 64 gsm PE coated paper
 Indoor life: up to 10 years

Note

- 1) All surface must be properly prepared and sealed with appropriate sealer.
- 2) Water or solvent based adhesive primers must be used for all applications^^.
- 3) Where applicable, remove protective film after application.

Anti Bacterial Properties

Effective in curtailing Escherichia coli, yellow staphylococcus, MRSA bacteria adhering to Avery Decorative Architectural Film.

Uses

Avery Dennison Decorative Architectural Film is ideal for decorating and refurbishing of walls and wall panels, doors, pillars and ceilings.

Physical Characteristics

General

Caliper, facefilm	ISO 534	160 micron
Caliper, facefilm & adhesive	ISO 534	200 -250 micron
Dimensional stability	24 hrs at 80°C/Aluminium	<0.3mm
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	1 year
Durability **	Indoor (Not suitable for outdoor use)	Up to 10 years
Wear resistance	Taber 5000 rotations/1kg load	No change
Heat resistance	28 days @ 65°C on Aluminium	No change
Hot Water resistance	7 days @ 40°C	No change
Moisture resistance	28 days @ 40°C/90%RH	No change

Stain Resistance

No permanent stains remain after contact with the following substances for 18 hours:

Milk, cola, coffee, tea, red wine, ketchup, vinegar, salt water(1%), soapy water(1%), household ammonia, oleic sour oil, ethyl alcohol(50%), formalin, hydrochloric acid(10%), caustic soda(10%)

Chemical Resistance

Affixed to aluminium plate, then soaked in the following chemicals.

Chemicals	Immersion time	Measurement value
Ethyl alcohol	6 hours	No change
Water	7 days	No change
Methyl ethyl ketone	10 minutes	Damaged
Xylene	20 minutes	Damaged

Adhesion to common substrates^^

	No Primer	Primer
China veneer	▲	▲▲
Gypsum board	▲	▲▲
Steel plate annealed with melamine	▲▲	▲▲▲
Polyvinyl chloride	▲▲	▲▲▲
Aluminium	▲	▲▲▲
Stainless steel	▲▲	▲▲▲
Acrylic	▲▲	▲▲▲
Mortar	▲▲	▲▲

▲	Poor
▲▲	Fair
▲▲▲	Good

Thermal

Application temperature	Minimum: + 4°C
Temperature range	- 40°C to + 80°C

Reminder:

The products below have a layer of protective film on the surface to prevent damage during installation. Please be reminded to remove the protective film after installation.

SCG-101

SCG-102

SCG-103

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.

Information stated here serves as a guide for the product. For more information of warranty terms, exclusions and certain limitations that apply, please refer to the applicable product data sheet and other literature and bulletins on our website:

graphicsap.averydennison.com

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.

Durability

Durability is based on normal indoor conditions. Actual performance life will depend on substrate preparation, exposure conditions such as high humidity, high temperatures as well as maintenance of the marking.

Necessary Tools for Installation

To facilitate a simple, quick and perfect installation, here are the tools recommended for smooth application.

Tools for Preparing Environment

- Jet Heater
- Strong Ventilation Fan
- Anti-Dusting Mask
- Goggles (for ceiling base adjustment)

Base Treatment Materials

- Sealer
- Putty (Foundation, second coat, finishing)
- Poly Putty (Synthetic plastic plate, base iron plate)
- Corner Tape (for extruding corner)
- Primer
- Lacquer Thinner, Toluene (concentration adjustment, brush cleaner)
- Isopropyl Alcohol, Neutral Detergent (Used for cleaning)

Base Treatment Tools

- Putty Portioning Board
- Putty Latch (For putty treatment)
- Sand Paper (For base: use #100, for finishing : use around #180)
- Scraper
- Brush (For sealer & primer)
- Masking Tape (For preventing primer extrusion/squeeze out)
- Hair Dryer (For drying sealer - primer, for adhering uneven surface)

Pasting Work Equipment

- Squeegee
- Rolled Soft Cloth & Chamois Leather Squeegee
- Roller
- Bamboo Spatula
- Steel Ruler
- Cutter Knife
- Hand Dryer
- Cutting Underlay Mat

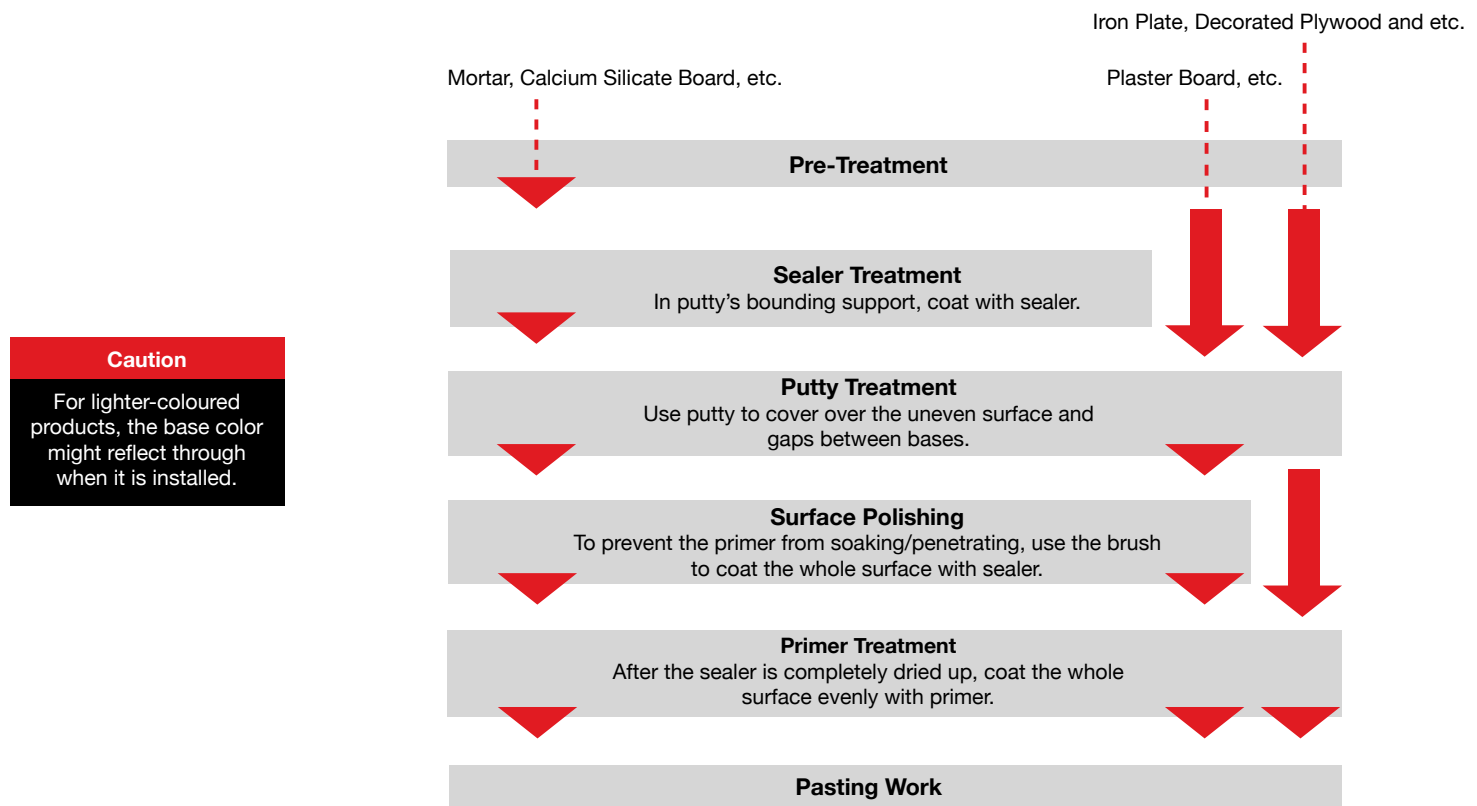
Others

- Wiping Rag Or Soft Cloth
- Work Glove
- Bag

Base Preparation

Preparing the base surface prior to project installation is important to ensure that there will not be uneven surfaces. Base foundation should be smooth and flattened before installation of vinyl material.

Here's an explanation of the basic workflow of base preparation:



Usage Location Precaution

Flammable Materials

Prior to installing product, proper base material adjustment is required. Materials such as primers, sealers and other flammable materials will be used for this process. Please avoid product contact with fire.

Adequate Ventilation

As the primers and sealers used for base adjustment include organic solvents, please ensure that there is adequate ventilation in the room. If the work is being done in a confined area or room, please ventilate the room adequately with a strong fan.

Working Environment/Temperature

Proper working temperature is 15~30°C. If the temperature drops to 5°C and below in the winter season or in a cold place, please use the heater to provide warmth to the base materials. If the pasting of product is done while the heater is switched on, please ensure that there is no overheating.

Bright Installation Location

Ensure that the room is brightly lit before installation. Dim lighting might result in air bubbles and peelings going unnoticed during product installation. If the location is dim, please use a lamp.

Avoid using dusty or dirty locations for installation

Dust and dirt trapped in between the sheets and base material will trap air bubbles and cause the finishing surface to be uneven. Please ensure that surroundings are clean and free of dust.

Installation Precaution

Install product on even and smooth surfaces

Even though product can be installed on uneven surfaces, peeling might occur.

Do not install product on glass with wide surface areas that face direct sunlight

Direct sunlight on the glass of the wide surface area will cause the product to heat and expand. There is possible danger of the glass cracking. The effects might vary, depending on glass type, sheet color etc.

Do not install product on flooring of any kind

Product can be slippery and dangerous on flooring. Wear and tear/peeling might occur.

Take extra care when installing product in swimming pools, saunas and toilets etc.

These environments have high moisture and temperature. Peeling will occur if product comes into contact with water.

Do not install product outdoors

Rain, wind and high temperature fluctuations might damage product.

Index

Wood Premium

WPG 305	6
WPG 307	6
WPG 304	6
WPG 308	6
WPG 303	6
WPG 302	6
WPG 301	7
WPG 306	7
WPG 309	7
WPG 312	7
WPG 310	7
WPG 311	7
WPG 313	7

Wood Standard

WSA 202	9
WSA 220	9
WSA 216	9
WSA 205	9
WSA 210	10
WSA 201	10
WSA 203	10
WSA 224	10
WSA 209	11
WSA 208	11
WSA 233	11
WSA 210	11
WSA 225	11
WSA 217	11
WSA 231	11
WSA 226	11
WSA 206	12
WSA 223	12
WSA 221	12
WSA 218	13
WSA 211	13
WSA 214	13
WSA 227	13
WSA 222	13
WSA 234	13
WSA 228	13
WSA 219	13
WSA 207	14
WSA 212	14
WSA 213	14
WSA 204	14
WSA 230	15
WSA 229	15
WSA 232	15
WSA 202	15
WSA 207	15
WSA 215	15

Abstract

ABS 402	17
ABS 405	17
ABS 403	17
ABT 401	17
ABS 404	17
ABS 406	17
ABS 401	17

Metallic

MET 506	19
MET 503	19
MET 505	19
MET 507	19
MET 501	19
MET 502	19
MET 504	19

Pastel

SNY 601	21
SNT 601	21
SNT 602	21

Colour

SCA 002	23
SCA 003	23
SCA 004	23
SCA 001	24
SCA 005	24
SCA 007	24
SCA 006	24
SCA 008	24
SCG 101 (gloss finish)	24
SCG 102 (gloss finish)	24
SCG 103 (gloss finish)	24

Digital Print MPI Series

MPI 2611 (without over-laminate)	27
MPI 2611 with DOL 2000	27
MPI 2611 with DOL 2100	27

Quick Erase

29

Window Film

WDW 004	31
WDW 002	31
WDW 003	31
WDS 002	32
WDS 001	32
WDW 001	32
Etchmark	32
Frosted Sparkle	32
Frosted Glass	32
Crystal Glass	32
Dusted Glass	32

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Avery Dennison is a global leader in labeling and packaging materials and solutions. The company's applications and technologies are an integral part of products used in every major market and industry. With operations in more than 50 countries and more than 25,000 employees worldwide, Avery Dennison serves customers with insights and innovations that help make brands more inspiring and the world more intelligent. Headquartered in Glendale, California, the company reported sales of \$6.3 billion in 2014.

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