



Inspired Brands.  
Intelligent World.™

# Avery Dennison Graphics Solutions

Imagine New Possibilities

everywhere  
YOU LOOK





# everywhere YOU LOOK

Look around – on buildings, in the street, around the corner – it's a safe bet that you'll see Avery Dennison Graphics Solutions at work. Avery Dennison is a world leader in graphic films that identify, promote and inform. We use our extensive experience and creativity to help companies across the world bring brand visions to life in powerful and exciting ways.

# Products for every graphic application.

Our high performance, pressure-sensitive materials are found in thousands of products used everyday around the world – in digital, screen print and sign cut applications, such as vehicle, building graphics, marine and fleet graphics, architecture and advertising. Our complete line of products are designed to meet every graphic application need.

These uniquely flexible films in a range of sizes offer best-in-class quality and allow users maximum leverage in highlighting key innovations and new product lines. They also offer:

- > Easy installation and removal
- > Print consistency across all platforms
- > Superior depth of image color, gloss and smoothness
- > Avery Dennison's technical excellence and responsive customer service

## **Everyday... everywhere.**

Avery Dennison is constantly innovating to make graphics more exciting, noticeable and easy to install. Decades of know-how and the latest technologies – like Easy Apply™ RS Technology, our Supreme Wrapping Film™ and Digital Overlaminates – allow us to help our customers consistently transform ideas into impactful messages.





## Case Study Vehicle Vinyl



The highly successful NASCAR racing legend Richard Childress has nine active racing teams. In addition to the actual race cars, all of them had show cars that are constantly on tour at conventions, store openings and car shows. Team graphics also appear on helmets, toolboxes and in the racing pit, all of which posed a challenge to graphics providers. To meet the growing demand, the organization decided to bring its digital media and overlaminates work in house, working with Avery Dennison. The team now uses more than 8,000 square feet of Avery Dennison vinyl each week, leveraging our quick-response service team for advice and support.

*"Avery Dennison products work well and their team is committed to quality."*

Nick Woodward, graphics manager at  
RCR Graphics Center

### Product Recommendation:

Avery Dennison® MPI 1005 Supercast Easy Apply™ RS  
Avery Dennison® Custom Color Supreme Wrapping Film  
Avery Dennison® DOL 1360 Gloss Overlamine Films

To read more about Richard Childress Racing,  
download the complete Case Study by visiting  
[graphicsap.averydennison.com](http://graphicsap.averydennison.com)

# Vehicle Graphics

## Marine, RV, OEM Graphics | Safety and Emergency

Cars, trucks, buses, vans, trailers, boats – you name it, our removable short- and long-term premium solutions can turn any vehicle into a creative statement.

### DIGITAL PRODUCTS

**MPI 1005 Series** – High Durability Cast Film. White gloss cast vinyl. Ideal for compound curves and over rivets and corrugation.

**MPI 2000 Series** – High Durability Calendered Film. Flexible, calendered vinyl films offer outstanding durability and outdoor performance for a variety of sign, mural POP & floor graphics.

**MPI 2900 Series** – Medium Durability Calendered Film. For short to mid term applications, ideal for indoor/outdoor window graphics POP and general signage.

**MPI 3000 Series** – High-Performance Calendered Vinyl. When you need a high-performance film for a limited time, this film fits the bill. It is designed for consistent digital print performance with great clear images and true color.

**MPI Value Film Series** – Cost Effective Calendered Film. Specially designed for a wide range of short-term promotional applications with good printability on multiple printer platforms.

#### SPECIAL PURPOSE

##### MPI 3709 Perforated Window Film

150 micron white/black perforated vinyl with removable adhesive – 1.5 mm hole pattern with 40% open area for use on short term one-way visual panels.

##### MPI 6200 Reflective Imaging Film Series

5.5 mil (140 micron) white cast reflective film with a silver permanent adhesive. Designed for vehicle, fleet and general signage.

##### 7110 FasFiti™

High gloss transparent polyester overlaminating film that protects durable indoor and outdoor graphics against damage from graffiti paints and stone chippings. It is especially recommended on public transport vehicles.

### SCREEN PRINT PRODUCTS

#### 900 QM Screen Printing Series

– High Durability Cast Film. Gloss white/transparent cast vinyl offer outstanding outdoor durability and weather resistance. With excellent conformability it is ideally for rivet, corrugated and other irregular surfaces applications.

**800 Screen Printing Series** – High Durability Calendered Film. Gloss or Matte finished vinyl fit for most flat or simple curve surfaces and substrates.

**400 Screen Printing Series** – High-Performance Calendered Vinyl. Gloss white/transparent face film combined with different types of adhesive for using in a wide range of short term promotional screen printed graphics applications.

### SIGN CUT PRODUCTS

**Supreme Wrapping Film Series** – High Conformable Cast Vinyl Films. With a wide variety of color options and finishes, this dual-layer film incorporates color and clear protective layers, providing a smooth, paint-like finish that's both durable and dazzling. Incorporating Easy Apply™ RS adhesive technology, Supreme Wrapping Film allows faster installation and higher-quality results without bubbles and wrinkles.

**900 Supercast Opaque Series** – High Durability Cast Vinyl Films. The ultimate in conformability and high gloss for screen print and sign cut applications. Color match service is available.

**Intermediate Wrapping Film Series** – Premium Calendered Vinyl Films. Incorporating Easy Apply™ RS adhesive technology, this series of wrapping film offers easy installation and eliminates bubbles during applications. Recommend for flat and simple curve surface.

#### HIGH VISIBILITY REFLECTIVE FILMS

##### HV 1200 High Visibility Reflective

The industry's broadest line of high-performance reflective vinyl films in 17 colors.

##### HV 1100 High Visibility Reflective

A cost-effective intermediate reflective film in 7 colors for short-term signage.

#### SPECIAL PURPOSE

##### Ultra Metallic Film

High quality cast vinyl film with dazzling ultra metallic effects, good conformability designed for curve and corrugated surfaces.

##### Paint Protection Film (PPF)

High gloss transparent thermoplastic polyurethane film specially designed for vehicle surface protection. Improve vehicle paint color while providing excellent stone-guard, UV and scratch resistance.

# Markings | Transit Advertising | Commercial Vehicles | Window Graphics



## MARINE, RV, OEM GRAPHICS

DIGITAL SERIES  
MPI 1005  
7110 FasFit™  
SCREEN PRINT SERIES  
900 QM  
800 Screen  
SIGN CUT SERIES  
SWF  
900SC  
IWF  
Ultra Metallic Film  
Paint Protection Film



## SAFETY & EMERGENCY MARKINGS

DIGITAL SERIES  
MPI 1005  
MPI 6200  
7110 FasFit™  
SIGN CUT SERIES  
SWF  
900 SC  
IWF  
HV 1200  
HV 1100



## TRANSIT ADVERTISING & MARKING

DIGITAL SERIES  
MPI 1005  
MPI 2000  
MPI 2900  
MPI 3000  
MPI VALUE FILM  
DOL 4300  
SIGN CUT SERIES  
SWF  
900 SC  
IWF  
HV 1200



## COMMERCIAL GRAPHICS

DIGITAL SERIES  
MPI 1005  
MPI 2000  
MPI 2900  
MPI 3000  
MPI Value Film  
7110 FasFit™  
SIGN CUT SERIES  
SWF  
900 SC  
IWF  
700 HP  
500 EF  
450 GS  
HV 1200  
Paint Protection Film



## WINDOW GRAPHICS

DIGITAL SERIES  
MPI 3709  
7110 FasFit™



## Case Study Interior Skinz



Mac Tools, a division of Stanley Black and Decker, is a well-known automotive tool and equipment maker. In 2013, they approached Lizard Skinz, a certified Avery Dennison vehicle wrap installer, with an idea. Mac Tools wanted to wrap tool boxes with customized graphics tied to auto racing icons. Three unique designs were created and sold through retailers and certified distributors. They were an instant hit with customers. Each wrap took just an hour to install, with a single piece of film.

*"The repositionability and slideability of Avery Dennison's Supercast films helped tremendously with the installation."*

Mike Uker, owner and president of Lizard Skinz

### Product Recommendation:

Avery Dennison® MPI 1005 Supercast Easy Apply™

Avery Dennison® DOL 1360 Gloss Overlaminate Films

To read more about Lizard Skinz and Mac Tools application, download the complete Case Study by visiting [graphicsap.averydennison.com](http://graphicsap.averydennison.com)

# Interior Graphics

POP Displays | General Signage | Window Graphics

Make sure your message stands out in the hub of commercial activity with films that guarantee vibrant, durable results.

## DIGITAL PRODUCTS

**MPI 1005 Series** – High Durability Cast Film. White gloss cast vinyl. Ideal for compound curves and over rivets and corrugation.

**MPI 2000 Series** – High Durability Calendered Film. Flexible, calendered vinyl films offer outstanding durability and outdoor performance for a variety of sign, mural POP & floor graphics.

**MPI 2900 Series** – Medium Durability Calendered Film. For short to mid term applications, ideal for indoor/outdoor window graphics POP and general signage.

**MPI 3000 Series** – High-Performance Calendered Film. When you need a high-performance film for a limited time, this film fits the bill. It is designed for consistent digital print performance with great clear images and true color.

**MPI Value Film Series** – Cost Effective Calendered Film. Specially designed for a wide range of short-term promotional applications with good printability on multiple printer platforms.

### SPECIAL PURPOSE

#### SF0-100-103-S Ultra Clear Film

High gloss ultra transparent polyester film combined with clear removable adhesive and PET liner. Printable on UV digital printing system only. It is an ideal solution for window decoration especially when removability is required.

#### MPI 2611 Wall Film Series

Easy to install and remove, and safe for most walls, this durable calendered film does not require an overlaminate and offers excellent ink receptivity.

#### MPI 3709 Perforated Window Film

150 micron white/black perforated vinyl with removable adhesive - 1.5 mm hole pattern with 40% open area for use on short term one-way visual panels.

## SCREEN PRINT PRODUCTS

**900 QM Screen Printing Series** – High Durable Cast Film. Gloss white/transparent cast vinyl offer outstanding outdoor durability and weather resistance. With excellent conformability it is ideally for rivet corrugated and other irregular surfaces applications.

**800 Screen Printing Series** – High Durability Calendered Film. Gloss or Matte finished vinyl fit for most flat or simple curve surfaces and substrates.

**400 Screen Printing Series** – High-Performance Calendered Vinyl. Gloss white/transparent face film combined with different types of adhesive for using in a wide range of short term promotional screen printed graphics applications.

## SIGN CUT PRODUCTS

**5500 QM Translucent Film Series** – High Conformable Translucent Cast Vinyl Films. Outstanding colour fastness, durability and outdoor performance, designed for use in a wide range of long term backlit illuminated signs (rigid and flexible). Color match service is available.

**4500 Translucent Film Series** – Premium Calendered Vinyl Films. Popular color range, great performance and value make it ideally for intermediate durability backlit illuminated sign applications and as a creative addition to window graphics.

**450 General Sign Series** – Promotional Calendered Vinyl Films. Gloss and matte finished color films deliver value through excellent performance and concise color range, perfect for exhibition and short-term general sign applications.

**900 Supercast Opaque Series** – High Durability Cast Vinyl Films. The ultimate in conformability and high gloss for screen print and sign cut applications. Color match service is available.

**700 Performance Film Opaque Series** – Premium Calendered Vinyl Films. High gloss color films for medium-life indoor and outdoor applications.

**500 Event Film Opaque Series** – Short Term Durability Calendered Films. Cost effective line in both high gloss and matte finishes for short-term sign applications.

### SPECIAL PURPOSE

**Decorative Architecture Film (DAF)** - High Quality Textured Vinyl. Creates effect of wood laminate, surface walls or natural materials with embossed textured vinyl for internal decoration

**Etched Glass Film** – High Quality Etched Effect Cast Vinyl. Specially designed for creating etched decorations on glass or windows without the use of etching chemicals.

**Frosted Glass Film** – High Quality Brilliant Visual Frosted Effect Cast Vinyl. With 6 standard colors it is specially designed to create the image of frosted decorations on glass and windows.

# | Wayfinding | Floor Graphics | Wall Graphics



## POP DISPLAYS

### DIGITAL SERIES

MPI 2900  
MPI 3000  
MPI Value Film  
SF-100-103-S

### SCREEN PRINT SERIES

400 Screen

### SIGN CUT SERIES

900 SC  
700 PF  
500 EF  
450 GS



## GENERAL SIGNAGE

### DIGITAL SERIES

MPI 1005  
MPI 2000  
MPI 2900  
MPI 3000  
MPI Value Film

### SCREEN PRINT SERIES

400 Screen

### SIGN CUT SERIES

900 SC  
700 PF  
500 EF  
450 GS



## WAYFINDING

### DIGITAL SERIES

MPI 1005  
MPI 2000  
MPI 2900  
MPI 3000  
MPI Value Film

### SCREEN PRINT SERIES

900 QM  
800 Screen

### SIGN CUT SERIES

900 SC  
700 PF



## WINDOW GRAPHICS

### DIGITAL SERIES

SF-100-103-S  
MPI 3709

### SIGN CUT SERIES

5500 TF  
4500 TF  
450 GS  
Etched Glass  
Frosted Glass



## FLOOR GRAPHICS

### DIGITAL SERIES

MPI 1005\*  
MPI 2000\*  
MPI 2900\*  
MPI 3000\*  
MPI Value Film\*

\* With UL registered overlaminate

## WALL GRAPHICS

### DIGITAL SERIES

MPI 1005  
MPI 2000  
MPI 2611

### SCREEN PRINT SERIES

400 Screen

### SIGN CUT SERIES

900 SC  
700 PF  
500 EF  
450 GS  
DAF



# Case Study Outdoor TRENDS



The German furniture chain TRENDS was in the market for an eye-catching, long-lasting finish for its large aluminum roof. Eventually, it settled on Avery Dennison 900 Supercast vinyl film. Installation went quickly, and it's a hit with consumers. TRENDS is now considering similar projects for its other stores.

*"Using Avery Dennison 900 Supercast film, the installation was completed very quickly, proving once again that vinyl is quicker to apply than paint."*

Martina Gralki, who oversaw the conversion

## Product Recommendation:

A wide range of Avery Dennison 900 Supercast films  
Avery Dennison Custom Color Matching

To read more about TRENDS, download the complete Case Study by visiting [graphicsap.averydennison.com](http://graphicsap.averydennison.com)

# Outdoor Graphics

Illuminated Signage | Wayfinding | General Signage |

Our wide product range of uniquely flexible films make it easy for architects and specifiers to liven up the exterior of any building.

## DIGITAL PRODUCTS

**MPI 1005 Series** – High Durability Cast Film. White gloss cast vinyl. Ideal for compound curves and over rivets and corrugation.

**MPI 2000 Series** – High Durability Calendered Film. Flexible, calendered vinyl films offer outstanding durability and outdoor performance for a variety of sign, mural, POP & floor graphics.

**MPI 2900 Series** – Medium Durability Calendered Film. For short to mid-term applications. Ideal for indoor/outdoor window graphics POP and general signage.

**MPI 3000 Series** – High-Performance Calendered Vinyl. When you need a high performance film for a limited time, this film fits the bill. It is designed for consistent digital print performance with great clear images and true color.

**MPI Value Film Series** – Cost Effective Calendered Film. Specially designed for a wide range of short-term promotional applications with good printability on multiple printer platforms.

### SPECIAL PURPOSE

#### MPI 2150 Matte Translucent Series

Translucent Calendered film with a permanent adhesive for illuminated signage with great image quality.

#### MPI 3709 Perforated Window Film

150 micron white/black perforated vinyl with removable adhesive – 1.5 mm hole pattern with 40% open area for use on short term one-way visual panels.

## SCREEN PRINT PRODUCTS

#### 900 QM Screen Printing Series

High Durable Cast Film. Gloss white/transparent cast vinyl offer outstanding outdoor durability and weather resistance. With excellent conformability it is ideally for rivet, corrugated and other irregular surfaces applications.

**800 Screen Printing Series** – High Durability Calendered Film. Gloss or Matte finished vinyl fit for most flat or simple curve surfaces and substrates.

**400 Screen Printing Series** – High-Performance Calendered Vinyl. Gloss white/transparent face film combined with different types of adhesive for using in a wide range of short term promotional screen printed graphics applications.

## SIGN CUT PRODUCTS

**5500 QM Translucent Film Series** – High Conformable Translucent Cast Vinyl Films. Outstanding colour fastness, durability and outdoor performance, designed for use in a wide range of long term backlit illuminated signs (rigid and flexible). Color match service is available.

**UC 900 Ultimate Cast Translucent Series** – High Performance Translucent Cast Vinyl Films. Especially suited for architectural graphic applications involving flexible and rigid backlit signage and awning graphics. Color match service is available.

**4500 Translucent Film Series** – Premium Calendered Vinyl Films. Popular color range, great performance and value make it ideally for intermediate durability backlit illuminated sign applications and as a creative addition to window graphics.

**450 General Sign Series** – Promotional Calendered Vinyl Films. Gloss and matte finished color films deliver value through excellent performance and concise colour range, perfect for exhibition and short-term general sign applications.

**900 Supercast Opaque Series** – High Durability Cast Vinyl Films. The ultimate in conformability and high gloss for screen print and sign cut applications. Color match service is available.

**700 Performance Film Opaque Series** – Premium Calendered Vinyl Films. High gloss color films for medium-life indoor and outdoor applications.

**500 Event Film Opaque Series** – Short-term Durability Calendered Films. Cost-effective line in both high gloss and matte finishes for short-term sign applications.

### HIGH VISIBILITY REFLECTIVE FILMS

#### HV 1200 High Visibility Reflective

The industry's broadest line of high-performance reflective vinyl films in 17 colors.

#### HV 1100 High Visibility Reflective

A cost-effective intermediate reflective film in 7 colors for short-term signage.

### SPECIAL PURPOSE

**Etched Glass Film** – High Quality Etched Effect Cast Vinyl. Specially designed for creating etched decorations on glass or windows without the use of etching chemicals.

**Frosted Glass Film** – High Quality Brilliant Visual Frosted Effect Cast Vinyl. With 6 standard colors it is specially designed to create the image of frosted decorations on glass and windows.

**5100 Diffuser Films** – High Durability Cast Vinyl Film. Use as a light diffuser when applied onto flexible and rigid substrates, balance the light distribution of a backlit sign and eliminate the issue of hot spots.

**5300 Blockout Films** – High Durability Cast Vinyl Film. Especially designed for graphics involving internally illuminated light box applications and provide complete light blocking characteristics.



# Window Graphics



## ILLUMINATED SIGNAGE

DIGITAL SERIES  
MPI 2150 Matte  
SIGN CUT SERIES  
5500 QM  
UC 900 Translucent  
4500 TF  
450 GS  
5100  
5300



## WAYFINDING

DIGITAL SERIES  
MPI 2000  
SIGN CUT SERIES  
900 SC  
700 PF  
500 EF  
450 GS  
REFLECTIVE SERIES  
HV 1200  
HV 1100



## GENERAL SIGNAGE

DIGITAL SERIES  
MPI 1005  
MPI 2000  
MPI 2900  
MPI 3000  
MPI Value Film  
SIGN CUT SERIES  
900 SC  
700 PF  
500 EF  
450 GS  
REFLECTIVE SERIES  
HV 1200  
HV 1100



## WINDOW GRAPHICS

DIGITAL SERIES  
MPI 3709  
SCREEN PRINT SERIES  
900 QM Screen  
800 Screen  
400 Screen  
SIGN CUT SERIES  
Etched Glass  
Frosted Glass

# Selection Guide

## Fleet & Vehicle Graphics Products

Selecting the appropriate film for your fleet & vehicle and architectural applications doesn't need to be complex. This helpful product guide highlights key technical specifications for each of our product series, for a quick and accurate on-demand reference.

Still need support? Our technical and application support teams are here to help. Please contact your local sales representative for more information.

		Applications					Expected Vertical Durability (Years) (Zone 2 Avery Dennison Global Zone System)					Conformability				Adhesive ( See Product Data Sheet)*	
		Marine, RV, and OEM Graphics	Safety & Emergency Markings	Transit Advertising & Marketing	Commercial Graphics	Window Graphics	Unprinted	DOL 1000 Series	DOL 2000 Series	DOL 3000 Series	DOL 6000 Series	Flat with Simple Curves	Flat with Rivets	Compound Curves & Deep Recesses	Rivets/Corrugation	Removable	Permanent
Product Series	Digital Products	MPI 1005	•	•	•	•	8	4	-	-		•	•	•	•	•	•
		MPI 2000 Series	•	•	•	•	5	4	2.5	-		•				•	•
		MPI 2126 Hi Tack EZ	•	•		•	5	4	2.5	-		•					•
		MPI 2900 Series			•	•						•				•	•
		Special Purpose MPI Perforated Window Film			•		1	1	-	-	-	•				•	
		MPI 6200 Reflective Imaging Film			•	•	5.5	4	-	-	-	•	•				•
	Screen Print & Sign Cut Products						Expected Vertical Durability (Years)* see product data sheet for colours and metallics (Zone 2 Avery Dennison Global Zone System)										
							Blk/Wht	Colours	Metallics	Printed							
		900 Supercast Opaque	•	•	•	•	10	8	4	-	-	•	•	•	•	•	•
		Supreme Wrapping Film	•	•	•	•	10	8	4	-	-	•	•	•	•		•
		700 Premium Film Opaque	•			•	6	5	4	-	-	•					•
		Special Purpose 1200 High Visibility Reflective		•	•	•	5	-	-	-	-	•	•		•		•
		1200 High Visibility Conspicuity Tape		•	•	•	8	-	-	-	-	•					•
		1100 High Visibility Reflective Series		•	•		2.5	-	-	-	-	•					•

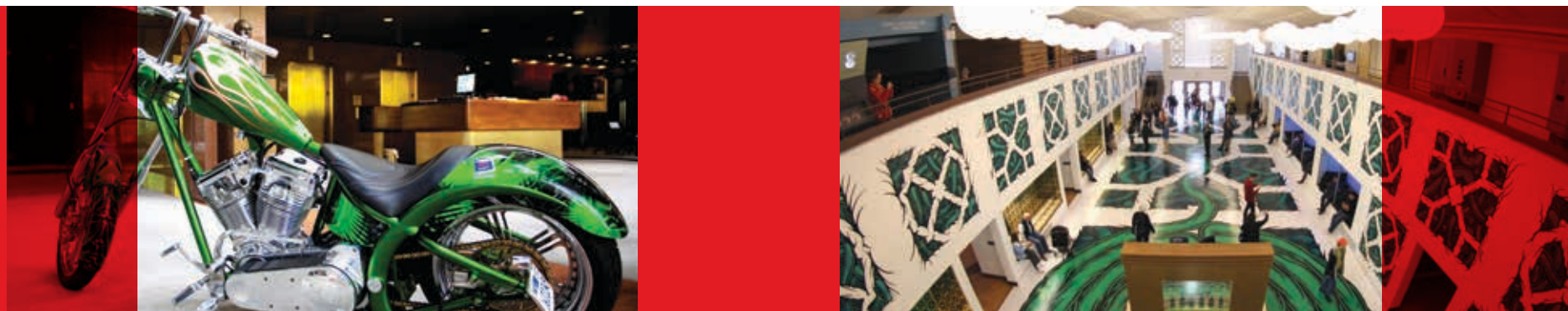


# Selection Guide

## Architectural Graphics Products

			Indoor/ Outdoor		Applications						Vertical Durability (Years) (Zone 2 Avery Dennison Global Zone System)				Conformability			Adhesive			
			Indoor	Outdoor	Illuminated Signage	Wayfinding	General Signage	Window Graphics	POP Displays	Floor Graphics (with appropriate floor overlaminates)	Wall Graphics	Unprinted	DOL 1000 Series	DOL 2000 Series	DOL 3000 Series	Flat	Flat/Simple Curves	Compound Curves and Recesses	Removable	Permanent	
Product Series	Digital Products	MPI 1005	•	•		•	•			•	•	8	4	-	-	•	•	•	•	•	
		MPI 2000 Series	•	•		•	•			•	•	5	-	4	-	•	•		•	•	
		MPI 2100 Series	•	•		•	•			•	•	5	-	4	-	•	•		•	•	
		MPI 2611	•								•	4	-	3	-	•			•		
		MPI 2900 Series	•	•		•	•			•	•	4	-	3	-	•	•		•	•	
		MPI 3000 Series	•	•		•	•		•	•	•	3	-	-	2	•			•	•	
		MPI Value Film	•	•			•		•			1	-	-	-	•			•	•	
		MPI 6200		•		•	•					-	-	-	-	•				•	
		MPI Perforated Window Film	•	•			•	•		•		1	-	-	-	•			•		
	Screen Print & Sign Cut Products	Special Purpose	400 Screen	•	•		•	•	•	•	•	2	-	-	-	•			•	•	
			800 Screen	•	•		•	•	•	•	•	•	5	-	-	-	•	•			•
			900 QM Screen	•	•		•	•	•	•	•	•	8	-	-	-	•	•	•		•
			5100 Diffuser & 5300 Blockout Films	•	•	•							-	-	-	-	•				•
		Reflective	4500 TF	•	•	•							-	-	-	-	•				•
			5500 TF	•	•	•							-	-	-	-	•				•
			UC 900 TF	•	•	•							-	-	-	-	•				•
			450 GS	•				•	•	•			-	-	-	-	•				•
		Window	500 EF	•				•	•	•			-	-	-	-	•			•	•
			700 PF	•	•		•	•	•				-	-	-	-	•	•			•
			900 SC	•	•		•	•	•				-	-	-	-	•	•	•	•	•
			Etched Glass	•	•				•				-	-	-	-	•				•
		Frosted Glass	•	•				•				-	-	-	-	•				•	
		Crystal Glass	•	•				•				-	-	-	-	•				•	
		Dusted Glass	•	•				•				-	-	-	-	•				•	

For more information on Avery Dennison products and services,  
contact your sales representative or visit us online at [graphicsap.averydennison.com/en/home/everywhere.html](http://graphicsap.averydennison.com/en/home/everywhere.html)



All statements, technical information and recommendations about Avery Dennison products are based upon tests and information believed to be reliable but do not constitute a guarantee or warranty of any kind. All Avery Dennison products are sold with the understanding that Purchaser has independently determined the suitability of such products for its intended and other purposes.



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