

Avery Dennison[®] MPI 2611 Wall Film

Matte White Polymeric Calendered Vinyl Removable (Formerly MPI 2601 Wall Graphic)

Features

- Flexible matte white high performance polymeric calendered vinyl face film designed for internal graphics
- A thick face film construction that provides added stability reducing application time and edge curl from solvent inkjet inks
- Superior adhesive technology that meets the demanding requirements of most wall surfaces
- Premium film with excellent printability across a range of technology and inks
- Two side PE coated StaFlat™ liner provides easy converting properties
- Suitable for most walls – tested and recommended for use over many kinds of paints including high gloss, semi-gloss and satin paints
- Easy and clean removability with heat for up to 1 year from smooth sound paint
- Meets ASTM E84-04, Standard test method for surface burning characteristics of building materials, Class A rated

Description



Film: 152 micron matte white polymeric calendered vinyl



Adhesive: Clear removable acrylic
Removability: up to 1 year



Backing: Two side PE coated Staflat™ paper



Outdoor life:** Up to 4 years (unprinted)

Application surface: Flat

Conversion⁺

- | | |
|---|---|
| <input type="checkbox"/> Flat bed cutters | <input type="checkbox"/> Cold overlaminating |
| <input type="checkbox"/> Friction fed cutters | <input type="checkbox"/> Electrostatic printing |
| <input type="checkbox"/> Die cutting | <input checked="" type="checkbox"/> Latex inkjet |
| <input type="checkbox"/> Thermal transfer | <input checked="" type="checkbox"/> Eco solvent inkjet |
| <input type="checkbox"/> Screen printing | <input checked="" type="checkbox"/> Solvent inkjet |
| <input type="checkbox"/> Offset printing | <input checked="" type="checkbox"/> UV curable inkjet |

*Always test with your combination of printer and inks prior to commercial use.

Common Applications

- Internal wall graphics
- Retail wall graphics
- Wall decorations
- Exhibition wall graphics
- Internal window graphics
- Indoor advertising

Applications

For processing tips and reference guides please refer to Avery Dennison Instructional Bulletins:

- 1.6 Printing, Processing and Application of Interior Wall Graphics
- 1.61 Overview of Interior Wall Graphics Applications
- 4.14 Printing and Finishing of Solvent Inkjet Graphics

Uses

Avery Dennison MPI 2611 Wall Film is a matte white polymeric calendered vinyl film designed specifically for wall graphic applications where excellent dimensional stability after application, removability and excellent print quality are required.

Physical characteristics

General

Calliper, face film	ISO 534	152 micron
Calliper, face film & adhesive	ISO 534	177 micron
Dimensional stability	DIN 30646	< 1.651mm
Gloss	Hunter Gloss @ 60	15
Adhesion, initial	FINAT FTM-1, stainless steel	175 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	***
Removability ^^	Smooth sound painted surfaces	Up to 1 year
Flammability	Meets ASTM E84-04, Standard Test Method for Surface Burning Characteristics of Building Materials, Class A Rated	Self extinguishing
Shelf life	Stored at 20-25° C / 45-55 % RH	2 years
Durability **	Vertical exposure ^	Up to 4 years (unprinted)

^ See ICS Performance Guarantee Durability Bulletin for your specific printer and ink combination for further information

^^ Not removable when applied to nitrocellulose paints, fresh screenprint inks, ABS, polystyrene & certain types of PVC.

Thermal

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

Chemical

Resistant to most mild acids, alkalies and salts

Note:

Materials have to be properly dried of solvents before further processing, like laminating, varnishing, trimming, contour cutting or application. The residual solvents can otherwise change the products' specific features and properties.

Test Methods

Dimensional stability:

Is measured on a 150 x 150 mm aluminium panel to which a specimen has been applied; 72 hours after application the panel is exposed for 48 hours to + 70 °C, after which the shrinkage is measured.

Adhesion:

(FTM-1, FINAT) is measured by peeling a specimen at a 180° angle from a stainless steel or float glass panel, 24 hours after the specimen has been applied under standardised conditions. Initial adhesion is measured 20 minutes after application of the specimen.

Flammability:

A specimen applied to aluminium is subjected to the flame of a gas burner for 15 seconds. The film should stop burning within 15 seconds after removal from the flame.

Temperature range:

A specimen applied to stainless steel is exposed at high and low temperatures and brought back to room temperature. 1 hour after exposure the specimen is examined for any deterioration. Note: Prolonged exposure to high and low temperatures in the presence of chemicals such as solvents, acids, dyes, etc. may eventually cause deterioration.

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.

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 exposure conditions in the normal middle European and central North American regions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing north in the southern hemisphere or south in the northern hemisphere; in areas of long high temperature exposure such as northern Australia; in industrially polluted areas or high altitudes, exterior performance will be decreased. Please refer to Avery Dennison Instructional Bulletin 1.3 for definitions and reductions based on the 'Zone System'.

*Compatible with most printer and ink combinations. Test prior to use.

***Information unavailable at time of printing.

Chemical Resistance:

All chemical tests are conducted with test panels to which a specimen has been applied. 72 hours after application the panels are immersed in the test fluid for the given test period. 1 hour after removing the panel from the fluid, the specimen is examined for any deterioration.

Corrosion Resistance:

A specimen applied to aluminium is exposed to saline mist (5% salt) at 35°C. After exposure, the film is removed and the panel is examined for traces of corrosion.