

# Product Data Sheet

## Avery Dennison® 700 Premium Film

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### Introduction

Avery Dennison 700 Premium Films are ideal for many medium-life indoor and outdoor applications with an excellent dimensional stability. Avery Dennison 700 Premium Films are available in a very extensive range of standard colours. Any other colour can be ordered through our extended colour match services.

### Conversion

Avery Dennison 700 Premium Films can be cut on a wide variety of computerised sign cutting equipment. Die cutting will also show good performance. Avery Dennison 700 Premium Films can be thermal transfer printed.



#### Face Film

64 micron polymeric vinyl film



#### Adhesive

permanent, acrylic based



#### Backing paper

one side coated bleached kraft paper, 135 g/m<sup>2</sup>



#### Durability

Up to 8 years outdoors (vertical exposure)



#### Shelf life

2 years  
stored at 22°C/ 50% RH

### Recommendations for use

Avery Dennison 700 Premium Films offer a very wide range of special colours for:

- Window graphics
- Directional signage, indoor and outdoor
- Vehicle graphics, rigid sided
- Poster sites
- Promotional displays

Application surfaces may vary from regular flat to curved substrates for which a medium-term durability is required.

### Features

- Attractive film range with 100 colours – all REACH compliant
- High gloss appearance
- Excellent dimensional stability
- Superior cutting and weeding
- Good opacity
- Blue contrast backing paper on 700 PF White and 730 PF White Matt
- New liner imprint design with square pattern to support manual conversion

## Physical Characteristics

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	64 micron
Caliper, facefilm + adhesive	ISO 534	85 micron
Gloss	ISO 2813	Gloss 20° 50% Matt 85° 20%
Dimensional stability	DIN 30646	0,25 mm. max
Elongation at break	DIN 53445	120%
Adhesion, initial	FINAT FTM-1, stainless steel	400 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	500 N/m
Flammability		Self-extinguishing
Accelerated ageing	SAE J 1960, 2000h exposure	No negative impact on film performance
Shelf life	Stored at 22°C/50%RH	2 years
Durability <sup>2</sup>	Vertical exposure	8 years
Black & White		7 years
All Colours & Transparent		5 years
Metallics		

### Temperature range

Application temperature	Minimum +10°C
Temperature range	-40°C to +90°C

### Chemical resistance

Humidity resistance	200 hours exposure	No effect
Water resistance	24 hours immersion	No effect
Detergent (1% solution)	24 hours immersion	No effect
Detergent solution 65°C	8 hours immersion	No effect
Isopropyl Alcohol / Water (20/80)	10 minutes immersion	No effect

1) Test methods: More information about our test methods can be found on our website.

2) Durability: 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.

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