

# PRODUCT DATA SHEET

## Avery Dennison® MPI 2004 HOP EA

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### Introduction

Avery Dennison MPI 2004 HOP EA comes with a white highly opaque face film and a clear adhesive, allowing to cover a full range of flat and slightly curved medium term regular and over posting applications and significantly reducing customer stock inventory (without the need to hold both clear and grey adhesive stock). The embossed backing is providing enhanced ease-of-use during application. Entrapped air can easily be rubbed out without the need to punch the vinyl film.

### Description

Film: 80 micron gloss white polymeric calendered vinyl with high opacity properties.  
Adhesive: Permanent, clear acrylic based.  
Backing: Easy Apply Liner.

### Conversion

Avery Dennison MPI 2004 HOP EA is a multi-purpose vinyls, developed for use on various wide format printer platforms using solvent-, eco/mild solvent-, UV curable and latex inks. To enhance colour and protect images against UV radiation and abrasion, Avery Dennison MPI 2004 HOP EA are recommended to be overlaminated with Avery Dennison DOL 2400 series.

Do NOT use wet application methods for Avery Dennison Easy Apply products.

### Uses

- Large fleet graphics on flat or slightly curved surfaces
- Architectural interior & exterior signs
- Over posting applications on flat and slightly curved substrates
- Temporary promotional and point of sales advertising where superior hiding power is needed
- Window decoration (excluding block out applications)

### Features

- Excellent price/performance ratio for outdoor promotional graphics
- Excellent printability and handling on a wide range of printer platforms
- High Opacity film allowing to achieve outstanding full colour graphics
- High Opacity film properties for superior hiding power and over posting applications
- Clear adhesive enables reducing customer stock inventory covering both standard and over posting applications.

### Note

The durability of a printed image always depends on the toner/ink, film, used overlaminate, processing and exposure conditions.



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**Physical properties**

<b>Features</b>	<b>Test method<sup>1</sup></b>	<b>Results</b>
Caliper, facefilm	ISO 534	80 micron
Caliper, facefilm + adhesive	ISO 534	100 micron
Dimensional stability	FINAT FTM 14	0.3 mm max.
Adhesion, initial	FINAT FTM-1, stainless steel	500 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	600 N/m
Opacity		>99% (not a block-out film)
Flammability		self-extinguishing
Shelf life	Stored at 23 <sup>0</sup> C/50-55% RH	2 years
Durability	Applied on indoor floors ONLY	7 years

**Temperature range**

<b>Features</b>	<b>Results</b>
Application temperature	+10°C to +30°C
Service temperature	-40°C to +80°

**NOTE:** Materials have to be properly dried before further processing, for example laminating, varnishing or application. The residual solvents could change the products' specific features.

For good print and converting result we recommend to let the rolls acclimatize in the print/lamination room at least 24h.before printing or converting. Too much temperature or humidity deviation between material and room climate can cause layflatness and/or printability issues.

Generally, constant material storage conditions of ideally 20°C (+/-2°C) /50% RH (+/- 5%), without too big climate deviations, will support a more robust and stable printing/converting process. For further details, please refer to TB 1.11.

**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. In case of any ambiguities or differences between the English and foreign versions of these Conditions, the English version shall be controlling.

**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, for non-static applications (vehicles). Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of static signs facing south, west, or southwest, in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased.