PRODUCT DATA SHEET

Avery Dennison® 400 Gloss White issued: **July 2015**

Introduction

Avery Dennison 400 Gloss White is a multi-purpose screenprint film for a wide variety of relatively short-term applications. It is available with different adhesives and liners to suit specific uses.

Description

Facefilm: 90 micron, monomerically plasticised gloss white vinyl film

Availability

Adhesive → / *Backing* (one side coated kraft liner)	Permanent	Removable	UR New	Supertack
Standard	x	x	x	x
Scored backing* (parallel cracklines)	x	x		

* Scored Backing liner consists out of liner with crush-scored lines, running in the machine direction, ***62 mm*** apart. Bending along one of the lines will crack the backing open for easy removal. The functionality of scored backing products is strongly related to the size of the graphic (sticker, label etc.). We advise not to use scored backing for graphics larger than A4 (210 x 297 mm) or smaller than A8 (52 x 74 mm). Also the direction of the scorelines is of importance; for graphics from A8 to A6 (105x 148 mm) it is recommended to have the scorelines parallel to the short side of the label. For products not complying to these recommendations Avery Dennison does not take responsibility for the functionality of the scorelines.

Features

Avery Dennison 400 Gloss White features excellent conversion and printing characteristics
Avery Dennison 400 Gloss White has excellent layflatness and dimensional stability properties to ensure high output and exact registered prints.
Avery 400 Gloss White has excellent outdoor exposure properties.

Printability

Offset-printed: with UV-curing inks, which are resistant to plasticiser / suitable for films and
Screen-printed: with conventional (i.e. solvent-based) and UV-curing inks.

Consult your printing ink supplier about suitable printing inks. All printing inks should be tested for suitability prior to use.

Recommendations for use

- Short term outdoor advertising
- Short term applications on apolar substrates (supertack)
- Posters, panels and signs at exhibitions
- Billboard advertising
- Public transport advertising
- Vehicle decorations and advertising, vehicle part labelling
- Labels and stickers
- Point of sale promotions (on e.g. electrical appliances using ultra-removable)
- Large size window advertising and decorations (ultra-removable)

PRODUCT CHARACTERISTICS

Avery Dennison® 400 Gloss White

Physical properties

Features	Test method	Results
Caliper, facefilm	ISO 534	90 micron
Grammage, facefilm	ISO 536	117 g/m^2
Caliper, backing paper	ISO 534	132 micron
Grammage, backing paper	ISO 536	128 g/m^2
Gloss	ISO 2813, 20º	65 %
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability[2]	Vertical exposure	2 years

Adhesives

Permanent	General-purpose emulsion acrylic adhesive with high initial adhesion on most common substrates.
Removable[3)]	General-purpose emulsion acrylic adhesive for applications where excellent removability[4)] after the intended period of use is required.
Ultra-Removable[3)]	Special purpose emulsion acrylic removable adhesive with extra low adhesion level to facilitate removal[4)] of applied films from products in shops, point-of-sale ads etc.
Supertack	Special permanent emulsion acrylic adhesive for apolar surfaces such as polyethylene, polypropylene: this adhesive may also perform better on slightly structured surfaces.

[3)] Removability up to 1 year
[4)] Not when applied to: Nitrocellulose paints, too fresh paints, ABS, Polystyrene, (fresh) screenprinting inks, certain types of PVC, Polycarbonate, PMMA.

	Permanent	Removable	UR New	Supertack
Adhesion (N/m) (FTM 1 on steel/after 24h	800	200	180	920
Tack (N/m) (FTM 9 on glass)	320	200	120	440
Minimum application temperature	> +5	> +10	> + 5	> + 5
Service temperature range				
up to 24 hrs (°C)	+ 80	+ 80	+ 120	+ 90
up to 1 hr (°C)	+ 110	+ 110	+ 140	+ 120
Resistance to cold (°C) [1)] down to	- 40	- 20	- 40	- 40

[1)] Not fully resistant until after adhesion reaches full strength – after at least 24 hrs

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 without notice.

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. 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.