Avery® MPI 3111 Transit

Gloss White Promotional Clear Removable

Features

- Excellent printability on solvent and UV curable inkjet printers and screen
- presses
- StaFlat liner for exceptional lay flat performance during printing on wide-format screen press and drum inkjet printers
- High gloss finish for superior appearance
- High opacity for minimizing substrate colour showing through
- Very good dimensional stability after application
- Excellent low temperature adhesion performance
- Easily removed with heat for up to 1 year with little or no adhesive residue

Description



Film: 90 micron gloss white high opacity monomeric calendered vinyl



Adhesive: Clear removable acrylic



Backing: Two-side PE coated StaFlat, 145 g/m^2



Outdoor life: Up to 3 years (unprinted)

Application surface: Flat, simple curves

Conversion*

☐ Flat bed cutters	☐ Cold overlaminating
☐ Friction fed cutters	☐ Electrostatic printing
☐ Die cutting	☐ Latex inkjet
☐ Thermal transfer	☐ Eco solvent inkjet
■ **Screen printing**	■ **Solvent inkjet**
☐ Offset printing	■ **UV curable inkjet**

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

Common Applications

- Transit advertising
- Trains and light rail
- Real estate signs
- Point of purchase
- Outdoor advertising
- Indoor advertising
- Floor graphics

Uses

Avery® MPI 3111 Transit is a gloss white promotional film which provides exceptional lay flat performance during converting and is designed for use in a wide range of short-term promotional applications, especially transit advertising where flexible, high opacity, good outdoor durability, removability and value for money is required.

Physical characteristics

General

Calliper, face film	ISO 534	90 micron
Calliper, face film & adhesive	ISO 534	115 microns
Dimensional stability		0.76 mm max
Opacity	ISO 2471	98%
Gloss	Hunter Gloss @ 60°	86
Adhesion, initial	FINAT FTM-1, stainless steel	150 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	200 N/m
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	1 year
Durability **	Vertical exposure	Up to 3 years unprinted

Thermal

Application temperature	Minimum: 5°C
Temperature range	- 20°C to + 80°C

Chemical

Resistant to most petroleum based oils, greases and aliphatic solvents

Resistant to most mild acids, alkalies, and salts

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® 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® 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 Asia Pacific region. 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.

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

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.

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.