

PRODUCT DATA SHEET

Avery Dennison[®] MPI 1103 EA Smart Wrap

Issued: 09/2024

Introduction

MPI 1103 EA Smart Wrap consists of a gloss white, highly conformable self-adhesive cast vinyl. The face film has been especially developed for exceptional print results on all major printer platforms using Latex, Eco-Solvent, Hard Solvent and UV-Curing inks. Thanks to its Easy apply technology it is recommended for applications on rivets and corrugations, without the need for additional application of primers or incisions. Due to the repositionable permanent adhesive the film is easy to position during application.



Face Film

50 micron gloss white cast vinyl



Adhesive

EA Repositionable permanent, grey, solvent based



Backing

145 g/sqm Easy Apply liner



Durability

7 years (unprinted, vertical exposure)



Shelf Life

2 years

Conversion

Especially designed to deliver an outstanding & consistent print performance across all major wide format inkjet printer platforms. To enhance color and to protect images against UV radiation and abrasion, it is recommended to protect MPI 1103 EA Smart Wrap by using an overlaminate. If the final graphic is used on corrugated vehicles or substrates, Avery Dennison DOL 1360 Z

Gloss conformable laminates are recommended to protect the graphic and enhance its life span. Do NOT use wet application methods for Avery Dennison Easy Apply products. To achieve the best possible print quality, please make sure that the correct ICC profiles and printer settings are used.

Recommendations

- » Full vehicle wraps
- » Vehicle graphics
- » Interior & exterior decorative architectural applications
- » All permanent applications requiring high conformability

Features

- » Excellent print performance with Latex, UV, Eco-Solvent and hard solvent inks
- » Superior 3D conformability* for demanding corrugations
- » No additional installation techniques required for preparation of surface with deep corrugations
- » Repositionable adhesive for easier positioning during application
- » Air Egress feature to avoid air entrapment and wrinkles during application
- » Up to 7 years outdoor durability
- » ICS Performance Guarantee
- » HP Latex Certified

* when used in combination with DOL 1360 Z cast overlaminates EU

Physical Characteristics

	Test method ¹	Results
Product		
Caliper, facefilm (micron)	ISO 534	50
Caliper, facefilm + adhesive (micron)	ISO 534	75
Dimensional stability (mm max.)	FINAT FTM 14	
Shelf life (years)	Stored at 22° C/50-55 % RH	2
Durability ² (years)	Vertical exposure	7
Fire Classification Rating	EN13501-1	B-s1, d0
Adhesive		
Elongation (%)	DIN 53455	>200%
Adhesion, initial (N/m)	FINAT FTM-1, stainless steel	400
Adhesion, after 24 hours (N/m)	FINAT FTM-1, stainless steel	440
Temperature range		
Application temperature (Minimum: °C)		+ 10°C
Service temperature (°C to +°C)		- 20°C to + 70°C
Chemical properties³		
Chemical resistance	Mild acids	No effect
Solvent resistance	Mild alkalis	No effect
Solvent resistance	Applied to aluminium	No effect exposed to: oils, greases, aliphatic solvents, motor oils, heptane, kerosene and JP-4 fuel.

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.

3) Prolonged immersion in gasoline and similar fluids is not recommended.

Important

Information on physical and chemical characteristics and values in this document are based upon tests we believe to be reliable and do not constitute a warranty. 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 this document, the English version shall be prevailing and leading.

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