

# PRODUCT DATA SHEET



## Avery® 400 Gloss White

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### Introduction

Avery 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 ↻	Permanent	Removable	Ultra-Removable	Supertack
<b>Backing</b> ⤵ (one side coated kraft liner)					
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, **50 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 400 Gloss White features excellent conversion and printing characteristics: it can be screenprinted with most common screen inks for self-adhesive films. Avery 400 Gloss White has excellent layflatness and dimensional stability properties to ensure high output and exact registered prints. For screen ink recommendations: consult Avery Technical Bulletin No. 2.2.

Avery 400 Gloss White has excellent outdoor exposure properties.

### 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)

### Environmental, Health and Safety Regulations

The product meets the European Toy Regulations EN 71-3.

The product complies with the US CONEG Model Toxics Legislation and the EC directive 94/62/EC, article 11 on packaging and packaging waste, with reference to the acceptable levels of heavy metals, i.e. sum of heavy metals Cadmium, Mercury, Lead and Chromium (VI) is less than 100 ppm.



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## PRODUCT CHARACTERISTICS

Avery® 400 Gloss White

### Physical properties

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	90 micron
Gloss	ISO 2813, 20°	65 %
Dimensional stability	DIN 30646	0.5 mm. max
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability <sup>2</sup>	Vertical exposure	2 years

### Adhesives

Permanent	General-purpose emulsion acrylic adhesive with high initial adhesion on most common substrates.
Removable <sup>3)</sup>	General-purpose emulsion acrylic adhesive for applications where excellent removability <sup>4)</sup> after the intended period of use is required.
Ultra-Removable <sup>3)</sup>	Special purpose emulsion acrylic removable adhesive with extra low adhesion level to facilitate removal <sup>4)</sup> 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.

<sup>3)</sup> Removability up to 1 year

<sup>4)</sup> Not when applied to: Nitrocellulose paints, too fresh paints, ABS, Polystyrene, (fresh) screenprinting inks, certain types of PVC, Polycarbonate, PMMA.

	<u>Permanent</u>	<u>Removable</u>	<u>Ultra-Removable</u>	<u>Supertack</u>	
Minimum application temperature	+10°C	0°C	0°C	0°C	
Service temperature range	-40°C to +100°C	-40°C to +100°C	-40°C to +100°C	-40°C to +100°C	
Adhesion on stainless steel, initial	600 N/m	240 N/m	60 N/m	500 N/m	FTM-1
Adhesion on polyethylene, initial				400 N/m	FTM-1
Adhesion on stainless steel, ultimate	800 N/m	320 N/m	80 N/m	800 N/m	FTM-1
Adhesion on polyethylene, ultimate				650 N/m	FTM-1

### Chemical properties

Features	Test method <sup>1</sup>	Results
Humidity resistance	120 hours exposure	No effect
Corrosion resistance	120 hours exposure	No contribution to corrosion
Water resistance	48 hours immersion	No effect
Solvent resistance	Applied to aluminium	No effect if exposed to: oils, greases, aliphatic solvents, motor oils, heptane, kerosene and JP-4 fuel.

#### 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

Avery® branded 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 any guarantee, warranty, or make any representation contrary to the foregoing.

All Avery® branded materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

#### 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.



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