

# Avery® HP MPI 2077 Luster Transparent

Ultra Removable StaFlat

(formerly: MPI 2021)

Revision: 3 Dated: 01/19/2011

## Uses:

Avery HP MPI 2077 Luster Transparent is a unique construction ideal for changeable interior or exterior window graphics, including retail promotions, company identification, point-of-purchase displays, and doorway signs and decals. The ultra-removable adhesive is designed for easy and clean removability from glass.



**Face:** 3.4 mil (86 microns) matte



**Adhesive:** Ultra Removable Acrylic (clear)



**Liner:** 90# StaFlat



**Durability:** Up to 1 years (unprinted)

**Application Surfaces:**

Flat

## Features:

- Consistent printability
- Great image clarity and color pop
- Translucent, provides light transmission when applied over a light source
- Excellent shrink resistance, even with heavy ink loads
- Dimensionally stable liner for easy converting
- ICC profiles available on Avery website ([www.iccprofiles.averygraphics.com](http://www.iccprofiles.averygraphics.com))

## Conversion:

- ☒ Thermal Die-Cutting
- ☒ Flat Bed Sign-Cut
- ☒ Drum Roller Sign-Cut
- ☒ Steel Rule Die-Cutting

- ☐ Thermal Transfer
- ☒ Screen Printing
- ☐ Cold Overlaminating
- ☐ Water based inkjet

- ☒ Solvent based inkjet
- ☒ Mild/Eco Solvent inkjet
- ☒ UV inkjet
- ☒ Latex Inkjet

## Common Applications:

- ☐ Fleet
- ☐ Vehicle
- ☐ Marine/ Watercraft

- ☐ Backlit Signs
- ☐ Wall Murals
- ☐ POP/ Tradeshow

- ☒ Window Graphics
- ☐ Outdoor Signage
- ☐ Floor Graphics

## Product Data Sheet

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## Physical Characteristics:

Property	Value	
Caliper, face	3.4 mil (97 µm)	
Caliper, adhesive	1.0mil (25 µm)	
Dimensional stability	<0.065"(1.651 mm)	
	Note: Ink loads in excess of 250% may cause increased shrinkage of the printed film.	
Tensile at Yield		
Elongation		
Gloss	Hunter Gloss @ 60	40-50
Adhesion: 15 min.	0.3 lbs/in (53 N/m)	
24 hr.	0.5 lbs/in (88 N/m)	
Flammability	Self Extinguishing	
Shelf-Life	6 months	
Durability	Vertical Exposure	Up to 1 year
Min. Application Temperature	50° F (10° C)	
Service Temperature	-40° - 180°F (-40° - 82° C) (Reasonable range of temperatures which would be expected under normal environmental conditions).	
Chemical resistance	Resistant to most mild acids, alkalis, and salt solutions.	

### Important:

Information on physical and chemical characteristics are based on tests believed to be reliable. The values are intended only as a source of information. This information is given without guaranty and do not constitute a warranty. The purchaser should independently determine, prior to use, the suitability of any material for their specific purpose. (Data represents average values where applicable, and is not intended for specification purposes)

### Warranty:

All statements, technical information and recommendations about Avery Dennison products are based upon 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. Avery Dennison products are warranted to be free from defects in material and workmanship for either one year (or the period stated on the specific product information literature in effect at time of delivery, if longer) from date of shipment if said product is properly stored and applied. It is expressly agreed and understood that Avery Dennison's sole obligation and Purchaser's exclusive remedy under this warranty, under any other warranty, express or implied, or otherwise, shall be limited to repair or replacement of defective product without charge at Avery Dennison's plant or at the location of product (at Avery Dennison's election), or in the event replacement or repairs is not commercially practical, to Avery Dennison's issuing Purchaser a credit reasonable in light of the defect in the product.

Avery Dennison's liability for defective products shall not exceed the purchase price paid therefore by Purchaser and in no event shall Avery Dennison be responsible for any incidental or consequential damages whether foreseeable or not, caused by defects in such product, whether such damage occurs or is discovered before or after replacement or credit, and whether or not such damage is caused by Avery Dennison's negligence.

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## Product Data Sheet

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Graphics & Reflective Products Division  
250 Chester Street  
Painesville, OH 44077



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www.averygraphics.com

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## Dimensional stability:

Is measured on a 6" x 6" (150 x 150 mm) aluminum panel to which a specimen has been applied; 72 hours after application the panel is scored in a cross pattern, exposed for 48 hours to 150°F (65°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 panel, 24 hours after the specimen has been applied under standardized conditions. Initial adhesion is measured 15 minutes after application of the specimen.

## Flammability:

A specimen applied to aluminum 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.

## Special Considerations:

Because of the unique properties and varieties of glass, special considerations must be considered for windows and graphic applications. Avery Dennison accepts no liability for glass breakage.

- Glass absorbs heat when exposed to sunlight. The degree of absorption across windows can vary because of shading, heating, and cooling ventilation, and insulation from window frames. These temperature differences across the window produce stress, which can cause glass breakage. The ability of glass to resist breakage because of temperature stress is affected by window size, glass thickness, glass treatments, quality, and design.
- Window cleaning methods also vary, from the type of cleaners used, to the washing methods employed. Specific chemicals used in window cleaners may affect the adhesion of pressure-sensitive graphics. Power washing methods may impact the adhesion of graphics, if the water pressure or temperature exceeds the graphic's adhesion capability. Power washing is not recommended for MPI 2077.

## Related Documents:

The following Avery Dennison literature will provide complete information to the user for proper application, storage, and other requirements and is available upon request from your Avery Dennison representative or from the Avery Dennison website ([www.na.averygraphics.com](http://www.na.averygraphics.com)).

Document Title	Reference Number
<i>Substrate Cleaning and Preparation</i>	<i>Instructional Bulletin #1.10</i>
<i>Storage, Maintenance, and Cleaning of PVC Films</i>	<i>Instructional Bulletin #1.20</i>
<i>Screenprinting Ink Recommendations Cast, Reflective, Calendered and Specialty Products</i>	<i>Instructional Bulletin #3.00</i>
<i>Multi Purpose Ink Jet OEM Qualification Matrix, Durability Reference, &amp; Troubleshooting Guide</i>	<i>Instructional Bulletin #5.80</i>

Revisions are italicized

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