

PRODUCT DATA SHEET



Avery® MPI™ 1005 Easy Apply RS™

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Introduction

Avery Multi-Purpose Inkjet vinyl 1005 Easy Apply RS™ is a premium quality gloss opaque cast film designed for use in fleet marking and corporate identification applications providing enhanced ease-of-use during application. Avery Dennison's Easy Apply RS™ technology offers the benefit of reduced wrinkling and air entrapment inherent in the application of decals and graphics. Entrapped air can easily be rubbed out without the need to punch the vinyl film. In addition, the Easy Apply RS™ technology allows for easy positioning of the graphics.

It is suitable for use on a variety of super wide format inkjet printers using solvent-, eco solvent- or UV inks. Because of the film's excellent durability and conformability, Avery MPI 1005 Easy Apply RS™ is recommended for applications on rivets and corrugations and/or prolonged outdoor use.

Description

Film : 53 micron ultra conformable, gloss white cast vinyl
Adhesive : Permanent, low tack, positionable, acrylic based
Backingpaper : Staflat backing

Conversion

Avery MPI 1005 Easy Apply RS™ is a multi-purpose vinyl, developed for use on various super wide format inkjet printers using solvent-, eco solvent- or UV inks.

In Avery Technical Bulletin 5.15, printer compatibility details of Avery MPI media are listed.

To enhance color and protect images against UV radiation and abrasion, Avery MPI 1005 Easy Apply RS™ is recommended to be protected using an overlaminate or varnish. In the event of the final graphic being used on heavy corrugated vehicles or substrates, the use of a varnish is recommended.

When applied on concave surfaces make an incision (after reheating) in the deepest part of the corrugation to relief tension.

For recommended combinations of DOL films and media, please refer to "[Technical Bulletin 5.3. Recommended combinations of Avery® Overlaminates and Avery® Digital Print Media](#)".

For information on how to apply Avery MPI Cast Films, please refer to "[Technical Bulletin 5.9. Application methods for Avery Cast Films](#)".

Uses

- Large fleet graphics on flat, curved, riveted and corrugated surfaces.
- Interior, exterior signs and Window decoration.
- Durable advertising, requiring clean removal after the intended period of use.
- All permanent applications requiring conformability.

Features

- Eliminates wrinkles and bubbles: Air egress technology allows outflow of air
- Slides smoothly for exact positioning: RS technology provides stand-off from surface until pressure is applied
- Easy reposition-ability: lays down smoothly after removal without losing tack
- Year-round performance: reduces application time regardless of season and environment
- Smooth, high gloss face: looks like glossy paint when laminated with DOL 1030 3D-Laminate
- Clean long-term removability: permanent adhesive with long-term removability
- Conformable: high quality cast film conforms to the most difficult of contours
- High opacity: hiding substrate colour differences.
- Durable: Outstanding durability and outdoor performance.



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PRODUCT CHARACTERISTICS

Avery® MPI™ 1005 Easy Apply RS™

Physical properties

Features	Test method ¹	Results
Caliper, face film	ISO 534	53 micron
Caliper, face film + adhesive	ISO 534	85 micron
Gloss	ISO 2813, 20°	50 %
Dimensional stability	DIN 30646	0.2 mm. max
Tensile strength	DIN 53455	22 N/mm ²
Elongation	DIN 53455	100 %
Adhesion, initial	FINAT FTM-1, stainless steel	320 N/m
Adhesion, after 24 hours	FINAT FTM-1, stainless steel	400 N/m
Adhesion, after 1 week	FINAT FTM-1, stainless steel	700 N/m
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability ²	Vertical exposure	7 years

Temperature range

Features	Results
Application temperature	Minimum: + 7° C
Service temperature	-45° to +80° C

Chemical properties

Features	Test method ¹	Results
Humidity resistance	120 hours exposure	No effect
Corrosion resistance	120 hours exposure	No contribution to corrosion
Water resistance	48 hours immersion	No effect
Chemical resistance	Mild acids	No effect
	Mild alkalis	No effect
Solvent resistance	Applied to aluminum	No effect exposed to: oils, greases, aliphatic solvents, motor oils, heptanes, 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. In case of any ambiguities or differences between the English and foreign versions of these Conditions, the English version shall be controlling.

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 authorized 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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