

# MPI White Electro Static

## Gloss White Electrostatic Cling Vinyl

### Features

- Flexible highly plasticised PVC calendared film laminated to
- Dimensionally stable StaFlat™ backing with printable back side
- Gloss white finish for superior appearance
- Re-usable without leaving adhesive residue
- Excellent printability, conversion and application characteristics
- Good dimensional stability during use
- Up to 1 year outdoor durability

### Conversion

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Flat bed cutters       | <input type="checkbox"/> Cold overlaminating |
| <input type="checkbox"/> Friction fed cutters              | <input type="checkbox"/> Estat printing      |
| <input checked="" type="checkbox"/> <b>Die cutting</b>     | <input type="checkbox"/> Water based inkjet  |
| <input type="checkbox"/> Thermal transfer                  | <input type="checkbox"/> Solvent inkjet      |
| <input checked="" type="checkbox"/> <b>Screen printing</b> | <input type="checkbox"/> Mild solvent inkjet |

### Uses

Avery®7215 Electrostatic offers good layflatness and is suitable for short term indoor and outdoor promotional decals applied to glass, enamel or clean polished surfaces without adhesive.

### Description



**Film:** 204 micron gloss white soft PVC calendared film



**Adhesive:** Static electricity



**Backing:** One side PE coated StaFlat™ paper, 215 g/m<sup>2</sup>



**Outdoor life:** Up to 1 year (unprinted)

### Common Applications

- Window graphics
- Point of purchase
- White goods decals
- Indoor advertising

## Physical characteristics

### General

Caliper, facefilm		204 micron
Caliper, facefilm & adhesive		n/a
Dimensional stability		<3% (50C x 10 minutes)
Tensile at Yield		n/a
Elongation		50% min
Gloss		>70
Adhesion, initial	FINAT FTM-1,	n/a
Adhesion, ultimate	FINAT FTM-1,	n/a
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability**	Vertical exposure	up to 1 year (unprinted)

### Thermal

Application temperature		Minimum: + 16°C
Service Temperature range		-5°C to <50°C (after application, reasonable range of temperatures which would be expected under normal environmental conditions)
Chemical Resistance		Resistant to most mild acids, alkalis, and salt solutions.

### 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

### 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

The durability is based on Australian 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 north; in areas of long high temperature exposure such as northern Australia; in industrially polluted areas or high altitudes, exterior performance will be decreased.

\*\*\*Information unavailable at time of printing.