

Avery Dennison® MPI 3320 / 3322 / 3323

Matte Calendered

Permanent / Removable Kraft

Revision: 3 Dated: 09/04/19

Uses:

Avery Dennison MPI 3320 Matte Series are tough, scuff-resistant, flexible white promotional calendered vinyl films that deliver consistent print images at an exceptional value. Avery Dennison MPI 3320 and 3323 Matte feature a clear and gray permanent adhesive designed for short to medium term promotional graphics while the MPI 3322 offers a gray adhesive for promotional applications requiring removable adhesive performance. These films are well suited for applications such as Point-of-Purchase, Product Identification Labels, as well as Outdoor and General Signage.



Face: 3.4 mil (86 microns) matte



Adhesive: Acrylic
MPI 3320 – Permanent (clear)
MPI 3322 – Removable (gray)
MPI 3323 – Permanent (gray)



Liner: Clay-Coated Kraft

Application Surfaces: Flat, simple curves (restricted to non-spill areas)

Features:

- Consistent printability
- Great image clarity and color pop
- Opaque
- ICC profiles available on Avery Dennison's website (avery-us.color-base.com)

Conversion

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

Note: Product is not recommended for use on drum digital printers or sheet-fed conversion.

Common Applications:

- Wall Murals
- POP/ Tradeshow
- Outdoor Signage
- Floor Graphics

Product Data Sheet

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Graphics
Solutions

www.graphics.averydennison.com
Customer Service: 800-282-8379

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Physical Characteristics:

Property	Measurement	Typical Value
Caliper, face		3.4 mil (97 µm)
Caliper, adhesive		1.0mil (25 µm)
Dimensional stability		<0.030"(0.762 mm) Note: Ink loads in excess of 250% may cause increased shrinkage and/or increased initial adhesion of the printed film
Tensile at Yield		
Elongation		
Gloss	Hunter Gloss @ 60 degrees	55 ±10
Adhesion:	15 min (permanent) 15 min (removable) 24 hr (permanent) 24 hr (removable)	2.5 lb/in (438 N/m) 1.0-2.0 lb/in (175-350 N/m) 3.9 lb/in (683 N/m) 1.5-3.0 lb/in (263-525 N/m)
Removability	MPI 3322	1 year from most substrates. Surface must be sealed.
Flammability	Self Extinguishing	
Shelf-Life		2 years from date of manufacture (when stored at the following temperatures and humidity conditions 68°-77° F (20° - 25° C) and 50±5% R. H.)
Durability	Vertical Exposure	Unprinted – 4 years Printed – Up to 3 years
Min. Application Temperature		50° F (10° C)
Service Temperature		-40° to 180°F (-40° to 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

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Data represents average values where applicable, and is not intended for specification purposes.

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Revisions are italicized

Patent Registration:

US6,630,049, US7,060,351, US7,344,618, EP1276605, EP1282472
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Removability:

Avery Dennison does not guarantee removability from the following substrates:

- Surfaces with poor paint-to-substrate adhesion
- Wallboard
- Existing graphics that must remain intact; damage to existing graphic when film is removed
- Aged paint or metal that may have surface oxidation or chalking
- Outdoor, horizontal surfaces