

# PRODUCT DATA SHEET



## Avery® Polyester Films

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### Introduction

Avery Polyester films is a range of products that are used for a wide variety of graphics.

### Description

Facefilms: surface treated polyester.  
Avery 710 – gloss transparent  
Avery 710 – gloss chrome  
Avery 711 – satin chrome  
Avery 772 – brushed chrome

### Availability

	Adhesive ➔	Permanent
<i>Backing</i> (white two-side polyethylene coated kraft paper)	⓪	
Standard		x

### Conversion

Avery Polyester films can be printed in screen printing, offset litho and letterpress. Each process requires special inks and processing conditions. Ask your ink manufacturer for detailed processing procedures.

### Features

- High tensile strength films
- Excellent solvent and chemical resistance
- Excellent adhesion to a wide range of substrates
- Bright Silver colour, enhancing luxury appearance
- Attractive 'brushed metal' appearance of Avery 772
- Durable, permanent adhesive
- High transparency of Avery 710 Transparent

### Recommendations for use

- Double sided window stickers
- Nameplates and decorative trim
- Product labels and serial numbers
- Bicycle decorations
- Printed/unprinted graphics



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**Physical properties**

<b>Features</b>	<b>Test method<sup>1</sup></b>	<b>Results</b>
Caliper, facefilm – Avery 710	ISO 534	23 micron
Caliper, facefilm – Avery 711	ISO 534	24 micron
Caliper, facefilm – Avery 772	ISO 534	50 micron
Dimensional stability – Avery 710/711	DIN 30646	0.1 mm max.
Dimensional stability – Avery 772	DIN 30646	0.2 mm max.
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability <sup>2</sup>	Vertical exposure	
710 Transparent		2 years
710 Chrome / 711 Satin Chrome		2 years
772 Brushed Chrome		2 years

**Adhesives**

Permanent      A glass clear, acrylic-based adhesive for maximum sunlight and weather resistance. Good initial tack and ultimate adhesion.

	<u>Permanent</u>	
Minimum application temperature	+10°C	
Service temperature range	-20°C to +80°C (24hrs) +110 °C (1hr)	
Adhesion on stainless steel, initial	550 N/m	FTM-1
Adhesion on stainless steel, ultimate	750 N/m	FTM-1

**Chemical properties**

<b>Features</b>	<b>Test method<sup>1</sup></b>	<b>Results</b>
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 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 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.

