

# Avery Dennison® MPI 2631 Series Wall Films

## Textured White Polymeric Calendered Vinyl Removable

### Features

- Flexible textured white high performance polymeric calendered vinyl face film designed for internal graphics
- A thick face film construction that provides added stability reducing application time and edge curl from solvent inkjet inks
- Superior adhesive technology that meets the demanding requirements of most wall surfaces
- Premium film with excellent printability across a range of technology and inks
- Two side PE coated StaFlat™ liner provides easy converting properties
- Suitable for most walls – tested and recommended for use over many kinds of paints including high gloss, semi-gloss and satin paints
- Easy and clean removability with heat for up to 1 year from smooth sound paint
- Meets ASTM E84-04, Standard test method for surface burning characteristics of building materials, Class A rated

### Description



**Film:** 152-203 micron textured white polymeric calendered vinyl  
**Textures:** Canvas, Stone & Stucco



**Adhesive:** Clear removable acrylic  
**Removability:** up to 1 year



**Backing:** Two side PE coated Staflat™ paper



**Outdoor life\*\*:** Up to 4 years (unprinted)

**Application surface:** Flat

### Conversion+

- |   |   |
|---|---|
| <input type="checkbox"/> Flat bed cutters     | <input type="checkbox"/> Cold overlaminating                  |
| <input type="checkbox"/> Friction fed cutters | <input type="checkbox"/> Electrostatic printing               |
| <input type="checkbox"/> Die cutting          | <input checked="" type="checkbox"/> <b>Latex inkjet</b>       |
| <input type="checkbox"/> Thermal transfer     | <input checked="" type="checkbox"/> <b>Eco solvent inkjet</b> |
| <input type="checkbox"/> Screen printing      | <input checked="" type="checkbox"/> <b>Solvent inkjet</b>     |
| <input type="checkbox"/> Offset printing      | <input checked="" type="checkbox"/> <b>UV curable inkjet</b>  |

\*Always test with your combination of printer and inks prior to commercial use.

### Common Applications

- Internal wall graphics
- Retail wall graphics
- Wall decorations
- Exhibition wall graphics
- Internal window graphics
- Indoor advertising

### Applications

For processing tips and reference guides please refer to Avery Dennison Instructional Bulletins:

- 1.6 Printing, Processing and Application of Interior Wall Graphics
- 1.61 Overview of Interior Wall Graphics Applications
- 4.14 Printing and Finishing of Solvent Inkjet Graphics

### Uses

Avery Dennison MPI 2631 Textured Wall Film Removable series is a tough, scuff-resistant, flexible, white premium calendered vinyl film designed specifically for wall graphic applications. It comes with a choice of three different textures: Canvas, Stone and Stucco, and is designed specifically for wall graphic applications where good dimensional stability after application, removability and excellent print quality are required.

**Physical characteristics**

**General**

Calliper, face film	ISO 534	152 micron (Canvas) 152 micron (Stucco) 203 micron (Stone)
Calliper, face film & adhesive	ISO 534	177 micron (Canvas) 177 micron (Stucco) 228 micron (Stone)
Dimensional stability	DIN 30646	< 1.651mm
Gloss	Hunter Gloss @ 60	4 GU
Adhesion, initial	FINAT FTM-1, stainless steel	175 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	262 N/m
Removability ^^	Smooth sound painted surfaces	Up to 1 year
Flammability	ASTM E84-04 AS/NZS 3837:1998 ISO 5660-1:2002	Class A Group 1 Group 1
Shelf life	Stored at 20-25° C / 45-55 % RH	2 years
Durability **	Vertical exposure ^	Up to 4 years (unprinted)

^ See ICS Performance Guarantee Durability Bulletin for your specific printer and ink combination for further information

^^ Not removable when applied to nitrocellulose paints, fresh screenprint inks, ABS, polystyrene & certain types of PVC.

**Thermal**

Application temperature	Minimum: + 10°C
Temperature range	- 40°C to + 82°C

**Chemical**

Resistant to most mild acids, alkalies and salts

**Note:**

Materials have to be properly dried of solvents before further processing, like laminating, varnishing, trimming, contour cutting or application. The residual solvents can otherwise change the products' specific features and properties.

**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 eventually cause deterioration.

**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 Dennison® 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 Dennison® materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

**\*\*Expected Durability**

The expected durability of Avery Dennison films are defined as the expected performance life of the Avery Dennison graphic film(s) within Zone 1 of the Avery Dennison zone system, in indoor vertical exposure conditions.

The actual performance life will depend on a variety of factors, including selection and preparation of substrate, angle and direction of exposure, application methods, environmental conditions and cleaning/maintenance of the films. In case of films used in areas of high temperatures or humidity, high altitudes and industrially polluted areas the performance will be further reduced.

**Expected Durability and Warranted Period Definitions**

Expected durability is the expected period of time defined in the product data sheet, the product should, but is not warranted to, perform satisfactorily when applied in vertical exposure conditions as defined in Instructional Bulletin 1.30. The warranted period as defined in the appropriate ICS Performance Guarantee Bulletin, is the maximum period of time Avery Dennison will warrant the finished products performance in accordance with ICS Performance Guarantee Terms and Conditions 1.0, provided that the film is properly stored, converted and installed in accordance with Avery Dennison guidelines.

**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.

**Corrosion Resistance:**

A specimen applied to aluminium is exposed to saline mist (5% salt) at 35°C. After exposure, the film is removed and the panel is examined for traces of corrosion.

