



Inspired Brands.  
Intelligent World.™

# Avery Dennison Product Training for GatorWraps Sales Team



Avery Dennison Graphics Solutions  
North America

January 2018

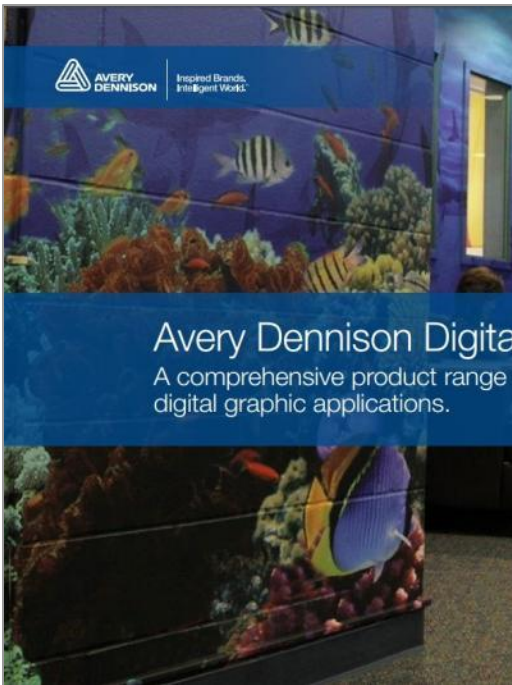


Our innovations provide you with the most complete graphics portfolio in the industry and all the products you need to succeed in every market segment!

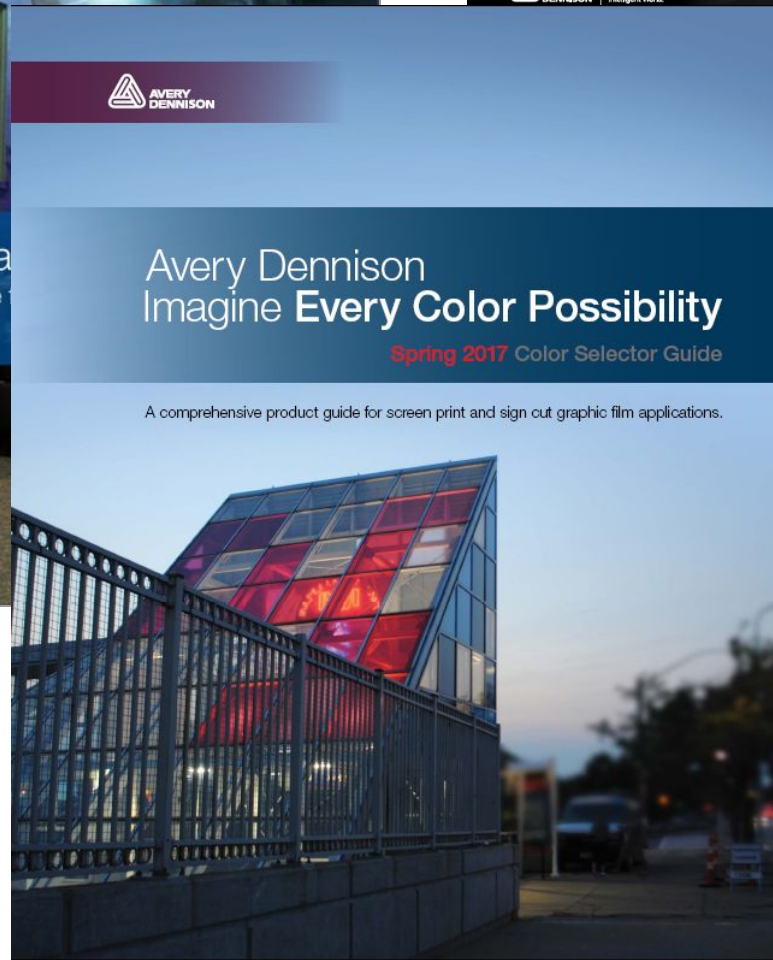




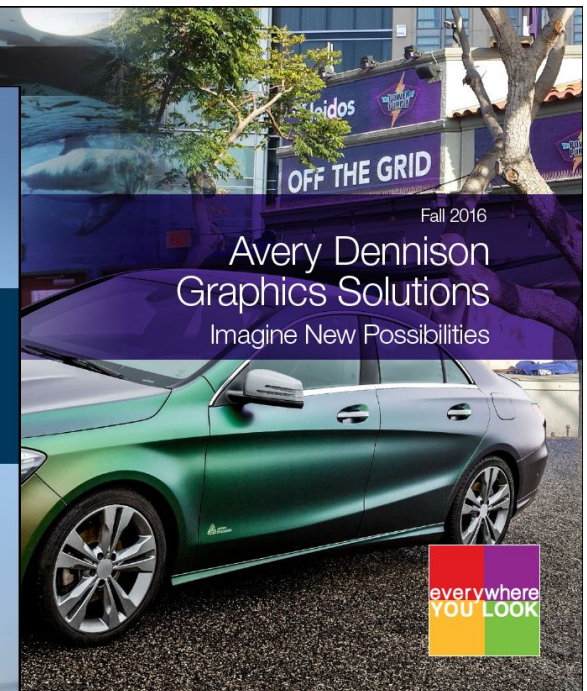
# Support – Tools



**Digital Media Selector**



**Color Selector Guide**



**Everywhere You Look**

# Avery Terminology

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## > Films

- » **Super Cast** = Up to 12 years of outdoor durability. Combining the ultimate in conformability for extreme curves and corrugations. Featuring the highest durability for demanding vehicle, fleet and architectural applications.
- » **High Performance Calendered** = Up to 6 years of outdoor durability. Designed for medium to long-term graphics, ideal for flat surfaces and simple curves.
- » **Intermediate Calendered** = Up to 4 years of outdoor durability. Maximum print quality media for medium-term graphics.
- » **Promotional Calendered** = Up to 3 years of outdoor durability. Great performance and value for short-term graphics in a variety of gloss levels.
- » **Specialty** – Conform Chromes, PET films, etc

## > Adhesives

- » **LTR** = Long Term Removable Adhesive – Clean removability for up to 5 years.
- » **Permanent** = Clear and grey. Quickly builds to permanence.
- » **Removable** = Clear and grey. Removable from most substrates without heat for life of vinyl
- » **Hi Tack** = Designed for low surface energy substrates like plastics, fiberglass, painted metal.

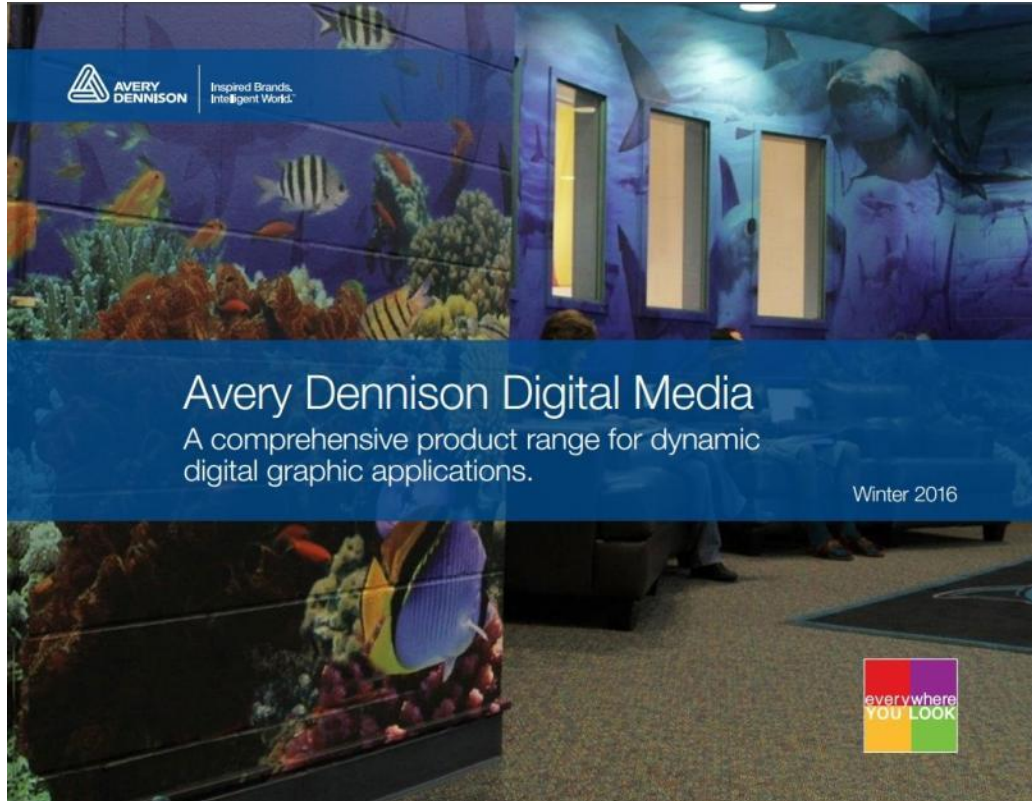
## > Liner Technology

- » **Easy Apply™** = Air egress technology
- » **Easy Apply RS™** = Air egress technology with low initial tack, repositionable, slide-able.

# Product Portfolio – Digital Media Guide

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## Product Series Included



### > Media

- » Supercast
- » High Performance Calendered
- » Intermediate Performance Calendered
- » Promo Calendered
- » Specialty

### > Overlaminates

- » Supercast
- » High Performance Calendered
- » Promo Calendered
- » Specialty





## MPI 1105 SuperCast Series

Exceptional conformability

Faster, easier installation

- Easy Apply RS™
- Easy Apply
- LTR

5 Year Printed Durability

Removable for up to 5 years

*(Compared to 3M 180c & 380c products and Oracal 3751RA & 3951RA)*

Must be paired with DOL Z series laminates





## MPI 1405 SuperCast Series

- 2.1 mil Gloss Urethane
- 6 Years Vertical 3 Years Horizontal with DOL 6460 Series in Zone 1 for vehicles
- 2 yr interior or 6 month exterior on brick
- Long Term Removable Adhesive
- Contour Curves, Deep Recesses, Tough Textured Surfaces, Unsealed: Cement, Brick & Cinder block
- Printable across all print platforms.



### One Solution for Many Jobs

Avery Dennison® MPI 1405 PVC-free wrapping film for textured outdoor applications and vehicles





# Product Portfolio – Laminates – Premium Cast



## DOL1000 Z Series (2 mil)



- DOL1060 Z High Gloss
  - DOL1080 Z Matte
  - Conformable
  - Fleet, Graphics, wraps, and rivets
  - UL Approved for floor graphics
- (Compared to 3M 8519 luster 8518 3 yr gloss & 8520 matte & Oracal 290 & 290GF)



## DOL 1300 Z Series (1.3 mil)

- DOL 1360 Z Gloss
  - DOL 1370 Z Luster
  - DOL 1380 Z Matte
  - Very conformable
  - Vehicle Wraps and Corrugations
- (Compared to 3M 8518 & Oracal 293)



## DOL 1400 Z Series (1.3 mil)

- DOL 1460 Z Gloss
  - Super Conformable
  - Vehicle Wraps for deep recesses and corrugations
- (Compared to 3M 8580)







## **DOL 6040 Sparkle (3.0 mil)**

- High Gloss
- Conformable, complex curves,
- Polyester liner
- 2 Year vertical durability
- Vehicle wraps, walls, windows
- Ultra Metallic flake for shine & glimmer effects





**DOL 6460 is a high performance digital overlaminate developed specifically for extended durability in both vertical and horizontal applications.**

- High Gloss
- Very Conformable, deep recesses
- Polyester liner
- 6 Year vertical durability
- Up to 3 year horizontal durability
- Fleet, Graphics, wraps, and rivets





# Product Portfolio – Premium Cast



Surface Shape	MPI SC Unlaminated or Clear Coat	MPI SC w/ DOL 1060 Z 2 mil series	MPI SC w/ DOL 1360 Z 1.3 mil series	MPI SC w/ DOL 1460 Z 1.3 mil super conformable	MPI SC w/ DOL 6460 1.3 mil Urethane	MPI SC w/ DOL 6040 sparkle 3 mil cast
Flat	✓	✓	✓	✓	✓	✓
Simple Curve	✓	✓	✓	✓	✓	✓
Rivets	✓	✓	✓	✓	✓	May tent around rivets
Corrugations	✓	Not Recommended	✓	✓	✓	Not Recommended
Deep Recesses	✓	Not Recommended	✓ (with primer)	✓	✓	Not Recommended
Compound Curves	✓	✓	✓	✓	✓	✓
Printed Durability & Removal	Up to 5 years vertical	Up to 5 years vertical	Up to 4 years vertical	Up to 4 years vertical	Up to 5 years vertical Up to 3 years horizontal	Up to 2 years vertical

# Product Portfolio – Digital Media –High Performance Calendered

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## MPI 2105 Gloss

- > Easy Apply RS™
- > Easy Apply
- > Long Term Removability
- > Up to 5 Year Durability  
(Compared to 3M IJ160C)



## MPI 2120 Matte

- > Permanent Adhesive
- > Up to 5 Year Durability  
(Compared to 3M IJ160C)





# Product Portfolio – Digital Media – Hi Tack Easy Apply

## >MPI 1106 Hi Tack EZ

- » White Gloss Cast Vinyl
- » Conformable
- » Up to 5 Years Durability

## >MPI 2126 Hi Tack EZ

- » White Matte Calendered Vinyl
- » Flat to simple curves
- » Up to 5 Years Durability

## >Apply on Low Energy Substrates

- »Plastics, powder coated paints, fiberglass, glossy and matte finished clear coats and painted surfaces.
- »Trashcans, dumpsters, coolers, etc.

## >Apply on Equipment & Machinery

- »Agricultural & construction equipment
- »Snowmobiles, dirt bikes, jet skis , ATVs & UTVs
- »Rail car, intermodal & marine



# Product Portfolio – Digital Media – Transit Applications

## MPI 2921 Transit Vinyl

Removable Adhesive  
Opaque Face, Clear Adhesive  
Matte Finish  
Up to 1 Year Durability  
(Compared to 3M IJ 3555 & IJ 46)

## MPI 2921 Easy Apply

Removable Adhesive with Air Egress  
Opaque Face, Clear Adhesive  
Matte Finish  
Up to 1 Year Durability  
(Compared to 3M IJ 3555 & IJ 46)





# Product Portfolio – Digital Media – Clear & Translucent

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## MPI 2077 Clear

- > Luster Finish
- > Ultra Removable Adhesive
- > Up to 1 Year Durability
- > UV, Latex or Solvent
- > Wet apply on glass



## MPI 2050 Translucent

- > Matte Finish
  - > Permanent Adhesive
  - > Up to 5 Year Durability
- (Compared to 3M IJ 63)*



# Product Portfolio – Digital Media – Wall Film Series

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## MPI 2600 Wall Film

- 2611 Removable Adhesive
- 2610 Permanent Adhesive
- Luster Finish
- 6.0 mil
- 70# StaFlat Liner
- Up to 3 Year Durability
- Fire Certification
- (Compared to Oracal 3628)

*Reference IB 6.50 for  
paint guidelines and  
application instructions*



# Product Portfolio – Digital Media – Wall Film Series

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## > Three-Dimensional Textured Wall Films



Pure Canvas



Crushed Stone



Natural Stucco

### > MPI 2631 Removable Adhesive

- » Short term application
- » Clean removability for up to one year
- » Optimal opacity
- » Able to print edge to edge
- » Thicker film for ease of application
- » Fire Certification

### > MPI 2630 Permanent Adhesive

- » Long term Application
- » Permanent Adhesive for low energy surfaces
- » Optimal opacity
- » Able to print edge to edge
- » Thicker film for ease of application
- » Fire Certification



# Product Portfolio – Digital Media – Intermediate Calendered

## MPI 2900 Series

- Matte & Gloss Finish
  - Permanent & Removable Adhesive
  - Gray Adhesive
  - Up to 4 Year Durability
- (Compared to 3M IJ35 & Oracal 3651)*



## MPI 2903 Gloss Easy Apply

- Gloss Finish
  - Permanent Adhesive
  - Gray Adhesive
  - Up to 3 Year Durability
- (Compared to Oracal 3651RA)*

## MPI 2923 Matte Easy Apply

- Matte Finish
  - Permanent Adhesive
  - Gray Adhesive
  - Up to 4 Year Durability
- (Compared to Oracal 3651RA)*



# Product Portfolio – Laminates – Calendered Films

## DOL 2000 Series



- DOL 2060 Gloss
- DOL 2070 Luster
- DOL 2080 Matte
- Excellent for flat and simple curve applications
- Trade shows, retail stores bus shelters,
- Schools and advertising purposes.
- Up to 3 Years Durability

*(Compared to 3M 8509 & Oracal 210)*



## DOL 3000 Series



- DOL 3060 Gloss
- DOL 3070 Luster
- DOL 3080 Matte
- *For short-term promotional applications*
- *POP, tradeshow, outdoor signage,*
- *Floor graphics, wall murals*
- Up to 2 Years Durability

*(Compared to Oracal 200)*



# Product Portfolio – Digital Media – Perforated Window Film

## **MPI 2528 Perforated Window 50/50**

## **MPI 2728 Perforated Window 65/35**

- Intermediate Calendered Window Film
- 7.0 mil Matte Finish
- Removable
- 1 Year Durability
- Printable area of 50% 50/50 for vehicle windows
- Printable area of 65% 65/35 for store front applications
- Solvent, Eco-Solvent & UV ink compatible



## > **DOL 6560 Gloss Overlamine PET**

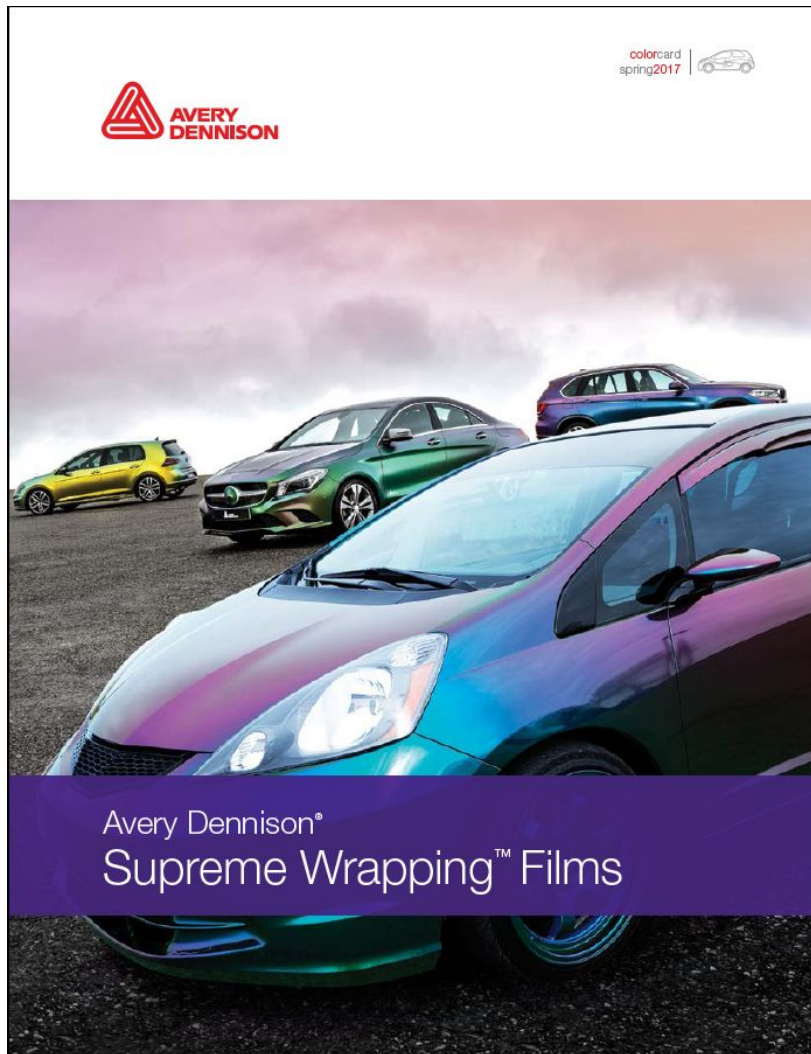
- 1.0 mil clear PET face
- 1.5 mil PET liner
- Ideal for protecting flat window graphics
- 1 year durability on flat surfaces.

## > **DOL 1360 Z Gloss Clear**

- 1.3 mil optically clear cast
- Ideal for contoured or vehicle windows







## Product Series Included

### >> Supreme Wrapping Film Series

- >> Gloss
- >> Gloss Metallic
- >> Matte
- >> Matte Metallic
- >> Pearlescent
- >> Satin
- >> Brushed Metallic
- >> Carbon Fiber
- >> Color Flow (Satin & Gloss Finish)
- >> Diamond Line
- >> Conform Chrome



# Supreme Wrapping Films – Premium Cast

## SW 900 Easy Apply RS™

- 100+ Color Finish Combinations
- Custom color matching
- Ultimate in conformability to concave, convex and compound curves
- Easy Apply RS™ for ease of installation
- Long Term Removable Adhesive  
(Compared to 3M 1080 & Oracal 970 RA)





# Conform Chrome - Accent Films

## Conform Chrome Easy Apply RS™

- Highly conformable to concave and convex curves
- Easy Apply RS™ for ease of installation
- Exceptional durability
- Up to 3 years vertical
- Removable for up to 3 years
- Perfect for conformable accent markings on vehicles (48" x 10yd - 48" x 25yd)
- Silver, Gold, Blue Red & Black





# Color Flow<sup>TM</sup>

## SERIES



**Avery Dennison Color Flow<sup>TM</sup> series, transform any vehicle into a work of art. Available in six color shifting iridescent shades with a satin or gloss finish.**



**Lightning Ridge NEW!**  
**Green/Purple**  
Satin SW900-610-S  
Gloss SW900-611-S



**Fresh Spring**  
**Gold/Silver**  
Satin SW900-251-S  
Gloss SW900-252-S



**Roaring Thunder**  
**Blue/Red**  
Satin SW900-551-S  
Gloss SW900-552-S



**Rising Sun**  
**Red/Gold**  
Satin SW900-446-S  
Gloss SW900-447-S



**Urban Jungle**  
**Silver/Green**  
Satin SW900-786-S  
Gloss SW900-787-S



**Rushing Riptide**  
**Cyan/Purple**  
Satin SW900-673-S  
Gloss SW900-674-S

# Gold Metallic

## Gold Metallic Supreme Wrap

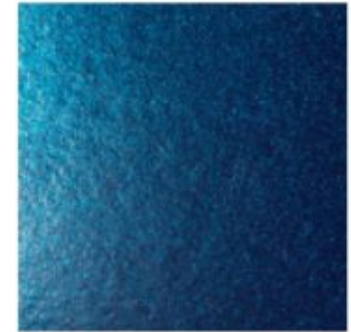
Introducing four new colors

- > Spark
- > Magnetic Burst
- > Radioactive
- > Eclipse

### New for Fall 2017



Spark  
SW900-419-M



Magnetic Burst  
SW900-679-M



Radioactive  
SW900-762-M



Eclipse  
SW900-199-M

The colors shown are digitally reproduced for printing purposes and are not 100% accurate. For an actual production color match, please contact your Avery Dennison sales representative.

# Reference Tools - Cross Reference Guide



Graphics  
Solutions

## Product Portfolio Cross Reference

	Orafol®	3M™	Avery Dennison®
<b>Screen Print &amp; Sign Cut</b>			
<b>PRODUCT</b>	Orafol High Performance 951	7125 Scotchcal™ ElectroCut™ Graphic Film	SC 900 Supercast
Details & Durability	2 mil, cast, 12 year durability	2 mil, cast, 5-7 year durability dependent on color	2 mil, cast, 10 year durability colors, 12 years black & white
Adhesive & Finish	Gloss, permanent	Gloss, clear pressure sensitive adhesive	High gloss and high surface smoothness, permanent adhesive
Additional Details	Fleet and vehicle applications	Flat and flat with rivet applications	Flat, flat with rivets, rivets & corrugations, complex curved surfaces. Also available in Easy Apply™ for repositionability and removability

<b>SUPREME WRAPPING FILM</b>			
<b>PRODUCT</b>	Orafol 970 / 975 RA Wrapping Cast	Wrap Film Series 1080	SW 900 Supreme Wrapping Film™
Details & Durability	4 mil, Clean removability up to 4 years	3.5 mil, 5 year durability, 3 year durability on carbon fiber, brushed metal	3.2 mil, cast, 10 year durability on colors, clean removability up to 4 years
Adhesive & Finish	No overlamine required	No overlamine required, repositionable, pressure activated adhesive	No overlamine required, Easy Apply™ RS - air egress (EZ), repositionable, slidable (RS)
Additional Details	Built in protective clear coat layer	Air release channels, up to 7 year durability on colors	Built in protective clear coat layer
<b>DIGITAL MEDIA</b>			
<b>PRODUCT</b>	Orajet 3751RA / Orajet 3951RA	IJ180Cv3 / IJ380Cv3	MPH005 Supercast
Details & Durability	2.25 mil, cast, 8 year durability / 2 mil, cast, 10 year durability	2 mil, cast, 7 year (180Cv3) / 10 year (380Cv3) durability	2 mil cast, 10 year outdoor durability, clean removability for up to 5 years
Adhesive & Finish	Rapid Air (RA) Technology	White luster Comply™ v3 Adhesive	Gloss, available in EZ/EZ RS - air egress (EZ), repositionable, slidable (RS), Opaque



# NA Automotive Restyling Segment - \$390M space



**\$40M**  
**Segment**  
40% Share

**SWF  
Color  
Change  
Film**

**\$130M**  
**Segment**  
<1% share

**Paint  
Protection  
Film**



**\$220M**  
**segment**  
<1% Share

**Window  
Films for  
Heat &  
Energy  
Management**

**Install Training,  
Tools &  
Accessories**



**AVERY DENNISON**  
**CERTIFIED WRAP INSTALLER**

# Product portfolio - Automotive



Powered by  
NanoTechnology

## Non-Reflective (NR)

NR Pro 05, 15, 20, 30, 35, 40, 50

## High-Performance (HP)

HP Pro 15, 25, 3505,



Powered by  
NanoTechnology

## Nano IR

IR\* 75

\*Other VLTs Coming soon



# Product portfolio – Flat Glass (solar)

## Reflective

Silver 20 35

WA

Silver 20 35

Xtra

## Spectrally Selective

e-Lite 45 70

WA

e-Lite 45 70

Xtra



## Neutral

PerLite

35

WA

Natura

07

15

28

WA



## Dual Reflective



Powered by  
NanoTechnology

OptiTune

05

15

22

30

40

WA

Titan

07

20

35

Xtra

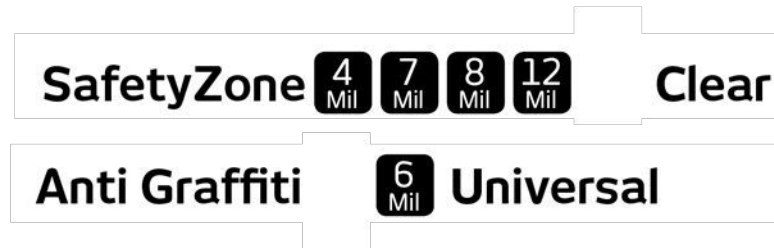
## Specialty

Matte 2 Mil



# Product portfolio – Flat Glass (safety)

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