

# Avery Dennison<sup>®</sup> Supreme Wrapping<sup>™</sup> Film ColorFlow<sup>™</sup> Series

Easy Apply<sup>™</sup> RS Long Term Removable - StaFlat<sup>™</sup>

Revision: 0EU Dated: 05/07/16

## Uses:

Avery Dennison Supreme Wrapping<sup>™</sup> Film ColorFlow<sup>™</sup> Series is a premium quality cast film designed for use in vehicle and graphics markets where special film effects are required together with a high quality finish and cost effective full color wrapping. The patented Avery Dennison Easy Apply RS feature allows for faster positioning helps to prevent bubbles during application, and long term removability.

## Features:

- ColorFlow<sup>™</sup> effect properties of the film make this series absolutely exclusive!
- Satin film finish enhances the colour swap effect.
- Superior conformability to irregular substrates
  - Deeply concave shaped
  - Extremely convex shaped
  - Best conformance in recesses
- Unique patented adhesive technology
- Fast and easy-going application properties
- Easy Apply feature helps prevent wrinkles and bubbles during application
- Outstanding durability and outdoor performance
- Excellent UV, temperature, humidity, and salt-spray resistance
- Excellent removability



**Face:** 81 µm satin cast film



**Adhesive:** Long Term Removable Acrylic



**Liner:** 90# StaFlat, Poly-Coated with Easy Apply RS technology



**Durability & Warranty:** See durability table starting on page 4.

## Application Surfaces:

Flat, Flat with Rivets, Corrugations and deep recesses.

## Common Applications:

- Trucks
- Trailers
- Cars & Vans
- Buses

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## Physical Characteristics:

Property	Typical Value
Caliper, face	81 µm
Caliper, adhesive	30 µm
Applied Shrinkage, max.	< 0.51 mm
Tensile at Yield	0.6–1.1 kg/cm
Elongation	200% at break
Gloss	Measured @ 60° 20 – 30 GU
Adhesion: Stainless Steel	(FTM-1, FINAT) 15 min. 350N/m 24 hrs. 490 N/m 72 hrs. 500 N/m
Flammability	Self Extinguishing
Shelf-Life	2 years from date of manufacture when stored at the following temperatures and humidity conditions 20° - 25° C and 50±5% R. H.
Durability	Reference color and warranty charts in this data sheet. See page 5.
Min. Application Temperature	10° C Flat & Simple Curves 16° C Complex curves
Service Temperature	-45° 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.
Removable	For the length of the applicable warranty period. Reference color and warranty charts in this data sheet. See Page 5.

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

### DISCLAIMER

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>

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## Related Documents:

The following Avery Dennison literature will provide necessary information to the user for proper application, storage, and other requirements and is available upon request from your Avery Dennison representative or from the Avery Dennison website ([www.graphics.averydennison.eu](http://www.graphics.averydennison.eu)).

Document Title	Reference Number
Cleaning and Preparation of Application Substrates	Technical Bulletin #1.1
Cleaning and maintenance of Avery Dennison decals and Graphics	Technical Bulletin #1.6
Durability of Avery Dennison Graphics Films	Instructional Bulletin #1.30
Application Instructions for Avery Dennison Supreme Wrapping Film	Technical Bulletin #3.12

## Application:

Avery Dennison SWF ColorFlow<sup>™</sup> Special Effect Series is designed for application on to solid surfaces such as passenger vehicles and buses.

**Important Note:** Never use a wet application method to apply this film.

Some slight color shift may occur between rolls or lots, therefore, minimizing the mixing of rolls/lots on a specific vehicle is encouraged. If multiple rolls are needed be sure to use only rolls from the same production lot.

All vehicle substrates must be cleaned according to Avery Dennison recommended cleaning practices as outlined in TB # 1.1 - "Substrate Cleaning and Preparation of Application Substrates".

Due to the unique finish and manufacturing process of ColorFlow<sup>™</sup> films, variances in color can be visible when the material is oriented in different directions. When utilizing ColorFlow<sup>™</sup> films, always keep the application direction of the film consistent with the orientation of the film, if cut from the roll and applied to the vehicle. One roll should be used per vehicle, wherever possible to minimize any possible color shifts between rolls or lots.

See TB 3.12 "Application Instructions for Avery Dennison Supreme Wrapping Film" for complete application recommendations. For cleaning and care recommendations see TB 1.60.

**Important Note:** Only use Avery Dennison recommended cleaning products and solutions. Cleaning and maintenance products should conform to the following:

- Free from abrasive components
- Ideally pH balanced, thus not highly acidic or alkaline (pH level between 5 and 9)
- Free from alcohols (non isopropyl), acids, ammonia, chlorine, glycol ethers, harmful detergents, petroleum distillates and phosphates

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## Unsuitable Uses:

This Avery Dennison product is not designed or recommended for the following uses. Unsuitable applications or exposure conditions include, but is not limited to:

- Paint that is not thoroughly cured or dried
- Low surface energy substrates (i.e. Tedlar<sup>®</sup> coatings)
- Substrate surfaces that are not clean and smooth (little or no variation in texture)
- Painted substrates with poor paint-to-substrate, or paint-to-paint bond
- Stainless steel
- Film applied to non-Avery Dennison Films
- Film applied to pre-existing graphics (pre approval required)
- Watercraft below the static water line
- Watercraft which are not edge sealed
- Non-OEM painted vehicles
- Graphic removal from paint with poor adhesion or existing graphics
- Graphics exposed to oil, harsh chemical, or gasoline vapors or spills
- Graphics where application tape must adhere to liner
- Plotter cut text where the minimum size of the text or dimension of the object is less than 2 in (51 mm)

## Removability:

The removability listed in the physical characteristics section "Clean removability" means removable with less than 20% adhesive residue when using appropriate heat and chemical removal methods.

**Avery Dennison does not warrant removability from the following substrates:**

- Surfaces with poor paint-to-substrate adhesion
- Wallboard (painted or unpainted)
- Pre existing graphics that must remain intact; damage to existing graphic when film is removed
- Improperly cured paint
- Oxidized or chalked substrates
- Stainless Steel

**Avery Dennison makes no warranty for:**

- **Paint/Clear Coat Staining:** Avery Dennison does not warrant vehicle paint staining that may be visible after removing material which has cracked or discolored. At the first sign of a change in the surface of the material contact your Avery Dennison Sales or Technical Representative.
- Ease or speed of removal of any graphic
- Removal from automotive paint that is greater than 5 years old
- Removal from paint that is improperly cured
- Removal from aged paint or metals, surface oxidation or chalking; user must test, approve and accept liability for such applications

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## Application to Glass:

There is no coverage for graphics applied to glass, and possible breakage for glass applications of this film series.

Note: Avery Dennison does not recommend the use of Supreme Wrapping Film to be used as block out film for window applications.

## Durability:

Durability is the period of time the product is expected to perform satisfactorily when applied in vertical exposure conditions by zone as defined in Instructional Bulletin 1.30, provided that the film is properly stored, converted and installed in accordance with Avery Dennison guidelines. The term of Avery Dennison's warranty is equal to the product's durability.

The warranty is the maximum period of time Avery Dennison will warrant the finished product performance.

Abrasion and Loss of Gloss are not covered by any Avery Dennison Warranty. These changes are considered normal wear and tear.

Other factors which may reduce the durability of this product series include: surface texture, surface preparation, application methods, angle and direction of sun, environmental conditions, cleaning & maintenance.

Products containing petroleum distillates or solvents such as, soaps, waxes, or protective coatings, void any warranty, and may cause premature failure of the material.

Matte finished materials are subject to extreme color and gloss shift when exposed to cleaners, wax, and polish. Test an inconspicuous area prior to using any cleaners, wax, and polish. The end user assumes complete responsibility to ensure that matte finishes are not affected during cleaning or protecting.

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## Supreme Wrapping Film ColorFlow<sup>™</sup> Series & Expected Durability :

	Zone 1		Zone 2		Zone 3	
	Vertical	Non Vertical / Horizontal	Vertical	Non Vertical / Horizontal	Vertical	Non Vertical / Horizontal
ColorFlow <sup>™</sup> Series	4	1	3	0,5	2	0,33

Values expressed in years

Reference IB 1.30 for zones by geographic location.

Non-vertical: The face of the graphic is between 10° to 45° from vertical. Specifically for Supreme Wrapping Film Non-vertical exposure performance will be calculated using the Horizontal exposure value.

Horizontal: The face of the graphic is between 45° and 90° from vertical, for Supreme Wrapping Film Horizontal applications will be warranted as stated in this ICS Performance Guarantee Bulletin.

Vertical: The face of the graphic is between 0 and 10 degrees from vertical.

Please contact your Avery Dennison distributor or your contact at Avery Dennison for samples.

Revisions are italicized

Avery Dennison is a registered trademark of Avery Dennison Corporation

Patent registration: US6,630,049, US7,060,351, US7,344,618, US7,332,205, EP1276605, EP1282472

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