

# Avery Dennison® HP 700 High Performance Calendered Series

Opaque Permanent Easy Apply™

Revision: 5    Dated: 10/03/17

## Uses:

Avery Dennison® HP 700 series calendered films are premium quality, flexible, opaque solid color medium gloss vinyl films designed for use in a wide range of sign making applications. This construction provides excellent cutting, weeding and transferring characteristics for signage applications. Easy Apply technology is a revolutionary way to maximize productivity, making projects quicker and easier. The embossed liner creates air egress channels in the adhesive providing smooth coverage and fewer wrinkles. As the technology is in the liner, not in the face film or adhesive, you can expect the same trusted performance from HP 700 Opaque Easy Apply as you always have from standard HP 700 Opaque. This product is ideal for a variety of intermediate term outdoor projects.



**Face:** 3.0 mil (76 microns) gloss calendered film



**Adhesive:** Permanent Clear Acrylic



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



**Durability:** Up to 6 years

**Application Surfaces:** Flat, Simple Curves

## Features:

- Outstanding durability and outdoor performance
- Dimensionally stable liner for easy converting
- Medium gloss finish
- Excellent conversion on CAD plotters
- Easy cutting & weeding
- Good dimensional stability
- Good UV, temperature, humidity, and salt-spray resistance
- Air egress technology for bubble free application

## Conversion:

- Flat Bed Sign-Cutting
- Screen Printing
- Thermal Transfer
- Drum Roller Sign-Cut
- Steel Rule Die-Cut

## Common Applications:

- Trucks
- Trailers
- Architectural Signage
- Cars & Vans
- Trains & Light Rail
- Buses
- Oem durable decals

## Product Data Sheet

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## Physical Characteristics:

Property	Measurement	Typical Value
Caliper, face		3.0 mil (76µm)
Caliper, adhesive		1.0 mil (25 µm)
Dimensional stability		<0.03"(0.765mm)
Tensile at Yield		9.0 -15.0 lb/in (1.6 - 2.7 kg/cm)
Elongation		100% min.
Gloss	Hunter Gloss @ 60 degrees	70 GU
Adhesion:	15 min 24 hr	3.0 lbs/in (525 N/m) 3.5 lbs/in (613 N/m)
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	Reference color and warranty charts in this data sheet.
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.

## **Warranty:**

This Warranty applies to the Product listed in this Data Sheet. All statements, technical information (including physical and chemical characteristics) and recommendations about Avery Dennison products are based upon tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold subject to the Purchaser's assent and agreement that Purchaser is responsible for, and has independently determined, the suitability of such products for its purposes or its customer's purposes. Avery Dennison products are warranted to be free from defects in material and workmanship (i) for two years from the date of manufacture, or (ii) from the date of manufacture until the expiration of the period stated on the specific Product Data Sheet in effect at the time of delivery. Such time periods are subject in either case to the proper storing and application of said product, and the failure to properly store or apply the product, including without limitation the failure to follow any applicable Instructional Bulletin, negates any warranty. It is expressly agreed and understood that Avery Dennison's sole obligation and Purchaser's exclusive remedy under this warranty, under any other warranty, express or implied, or otherwise, shall be limited exclusively to: (a) repair or replacement of defective product without charge at Avery Dennison's plant or at the location of the product (at Avery Dennison's election), or (b) in the event repair or replacement are not commercially practical, a credit amount up to the price of the product taking into account the defect in the product in Avery Dennison's sole discretion.

THE WARRANTY EXPRESSLY SET FORTH ABOVE IS IN LIEU OF ANY OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR ANY PARTICULAR USE AND/OR NON-INFRINGEMENT. SELLER SPECIFICALLY DISCLAIMS AND EXCLUDES ALL OTHER SUCH WARRANTIES. NO WAIVER, ALTERATION, ADDITION OR MODIFICATION OF THE FOREGOING CONDITIONS SHALL BE VALID UNLESS MADE IN WRITING AND MANUALLY SIGNED BY AN OFFICER OF AVERY DENNISON.

AVERY DENNISON'S LIABILITY FOR DEFECTIVE PRODUCTS SHALL NOT EXCEED THE PURCHASE PRICE PAID THEREFORE BY PURCHASER AND IN NO EVENT SHALL AVERY DENNISON BE RESPONSIBLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES WHETHER FORESEEABLE OR NOT, CAUSED BY DEFECTS IN SUCH PRODUCT, WHETHER SUCH DAMAGE OCCURS OR IS DISCOVERED BEFORE OR AFTER REPLACEMENT OR CREDIT, AND WHETHER OR NOT SUCH DAMAGE IS CAUSED BY AVERY DENNISON'S NEGLIGENCE.

All sales and contracts for sale of Products are subject to Purchaser's assent and agreement to this Warranty. Avery Dennison hereby objects to any terms or conditions contained in any purchase order or other communication of any kind from the Purchaser that is conflicting, inconsistent or additional to this Agreement.

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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.com](http://www.graphics.averydennison.com)).

Document Title	Reference Number
<i>Substrate Cleaning and Preparation</i>	<i>Instructional Bulletin # 1.10</i>
<i>Storage, Maintenance and Cleaning of PVC Films</i>	<i>Instructional Bulletin # 1.20</i>
<i>Durability of Films</i>	<i>Instructional Bulletin # 1.30</i>
<i>Converting Tips for Sign Films</i>	<i>Instructional Bulletin # 2.10</i>
<i>Tips for Overlaminating, Premasking &amp; Packaging Graphics</i>	<i>Instructional Bulletin # 5.50</i>

## Colors Cross Reference:

HP 700 Series Name	Item #s	Vertical Durability Zone 1 Years
HP 700-101-O White Perm EZ (formerly A6001EZ-O)	6001EZO	6

HP 700 Series Name	Item #s	Vertical Durability Zone 1 Years
HP 700-190-O Black Perm EZ (formerly A6090EZ-O)	6090EZO	6

**NOTE:** Some color fade may occur in severe environmental areas. Reference IB 1.30 for durability guidelines.

## Special Considerations:

Because of the unique properties and varieties of glass, special considerations must be considered for windows and graphic applications. Avery Dennison accepts no liability for glass breakage.

- Glass absorbs heat when exposed to sunlight. The degree of absorption across windows can vary because of shading, heating, and cooling ventilation, and insulation from window frames. These temperature differences across the window produce stress, which can cause glass breakage. The ability of glass to resist breakage because of temperature stress is affected by window size, glass thickness, glass treatments, quality, and design.
- Window cleaning methods also vary, from the type of cleaners used, to the washing methods employed. Specific chemicals used in window cleaners may affect the adhesion of pressure-sensitive graphics. Power washing methods may impact the adhesion of graphics, if the water pressure or temperature exceeds the graphics adhesion capability.

*Revisions are italicized*

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