Avery Dennison® MPI2600 Series Film

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Revision: 17

Dated: 12/02/25

Uses:

Avery Dennison MPI2600 Series Film is a tough, scuff-resistant, flexible, white premium calendered vinyl film designed for wall graphic applications. MPI2610 and 2611 have a smooth luster finish, while the MPI 2630 & 2631 Textured films offer a unique Canvas, Crushed Stone or Stucco look at ordinary wall graphics. The MPI2630 Crushed Stone and Stucco are also approved for use as short term indoor floor graphics.

Face Film: 6.0 to 8 mil (152-203µm) calendered

Adhesive: Acrylic (clear)
MPI2610 - Permanent
MPI2611 - Removable
MPI2630 - Permanent
MPI2631 - Removable

Liner: 90# StaFlat™

Durability: See chart on page 4

Shelf Life: 2 years from date of manufacture

Application Surfaces: Flat

Features

- 100% opacity, completely covers whatever is underneath
- Luster Finish (MPI 2610 & 2611)
- Textured finish (MPI 2630 & MPI 2631)
- Great image clarity and color pop
- Dimensionally stable liner for easy converting
- ICC profiles available on the Avery Dennison website
- ASTM E84 Class 1 or A rating (MPI 2611, MPI 2630 Stucco & Canvas, MPI 2631 Stucco, Canvas and Crushed Stone)
- ASTM E84 Class 2 or B rating (MPI 2630 Crushed Stone)
- CAN ULC S102.2 (MPI 2611) - Flame Spread Rating: 10, Smoke Developed Classification: 40
- MPI 2611 meets the requirements of IMO FTP Code Part 2 & 5 for all material categories
- MPI2630 Crushed Stone and Stucco meet UL 410 Standard for slip resistance of floor surface materials

Conversion

- Latex inkjet
- Solvent based inkjet
- Mild/Eco Solvent inkjet
- UV inkjet

To achieve the best possible print quality, please make sure the correct ICC Profile and printer setting are used.

Common Applications

- Wall Murals
- POP/ Trade Show
- Indoor floor graphics

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Physical Characteristics

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

Property	Measurement	Typical Value
Caliper, face		MPI 2610 & 26111 – 6.0 mil (152-203 µm) Canvas & Stucco – 6.0 mil (152 µm) Crushed Stone - 8.0 mil (203 µm)
Caliper, adhesive		1.0mil (25 µm)
Dimensional stability		<0.065"(1.651 mm) Note: Ink loads in excess of 250% may cause increased shrinkage and/or increased initial adhesion of the printed film
Tensile at Yield		4.0 - 8.0 lb/in (0.7–1.5 kg/cm)
Elongation		
Gloss	Hunter Gloss @ 60 degrees	MPI2610 & 2611 = 15 GU MPI2630 & 2631 = 4 GU
Adhesion	Stainless Steel 15 min 24 hr	 Removable - 0.5 - 1.0 lbs/in (175 N/m) Permanent - 1.0 lbs/in(175 N/m) Removable - 1.5 lbs/in (262 N/m) Permanent - 4.0 lbs/in (700 N/m)
Flammability	FMVSS 302 ASTM E-84 CAN ULC S102.2 IMO FTP Code Part 2 & 5	Self Extinguishing Class 1 or A rating: MPI2610, 2611, MPI 2630 Stucco & Canvas, MPI2631 Stucco, Canvas and Crushed Stone Class 2 or B rating: MPI 2630 Crushed Stone MPI2611 Flame Spread Rating: 10 , Smoke Developed Classification: 40 MPI2611 meets the requirements for all material categories
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	See chart on page 4
Min. Application Temperature		40° F (4° 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
Slip Resistance	UL 410 MPI2630 Crushed Stone & Stucco	CLASSIFIED UL FLOOR COATING AND FINISHING MATERIAL AS TO SLIP RESISTANCE ONLY UL Reference # 16GH
Compliance		California Proposition 65
MSDS		MSDS Article Letter

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Removability for wall applications

Avery Dennison does not guarantee removability from the following substrates:

- Surfaces with poor paint-to-substrate adhesion
- Wallboard
- Existing graphics that must remain intact; damage to existing graphic when film is removed
- Aged paint or metal that may have surface oxidation or chalking
- Outdoor, horizontal surfaces

Related Documents

The following Avery Dennison literature will provide complete 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.

Document Title	Instructional Bulletin
Storage, Maintenance, and Cleaning of PVC Films	1.20
Premask Recommendations	5.50
Wall Graphics	6.50

Expected Durability & Lamination Requirements

Description	Unprinted Durability (Indoor)	Printed Expected Durability for Indoor Wall Applications	Printed Expected Durability for Indoor Floor Applications	Laminate
MPI2610 & 2611	4 years	Up to 3 years	NA	Yes (Use DOL 1000 series or DOL2000 series)
MPI 2630 Canvas, Crushed Stone, Stucco	4 years	Up to 2 years	Up to 3 months	No
MPI 2631 Canvas	4 years	Up to 2 years	NA	No

Additional Notes

Avery Dennison does not warrant damage to the interior wall surface caused by removing film even if a removable adhesive was used. Removing a graphic can cause damage to the wall. Due to the variety of wall surfaces Avery Dennison® cannot guarantee damage free removal. The amount of damage can be reduced or eliminated by following the inspection, cleaning and preparation guidelines provided in Instructional Bulletin #6.50.

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Discontinued

Description	Date
MPI2631 Removable Stucco	05/01/20

Description	Date
MPI2631 Removable Crushed Stone	05/01/20

Revisions are italicized

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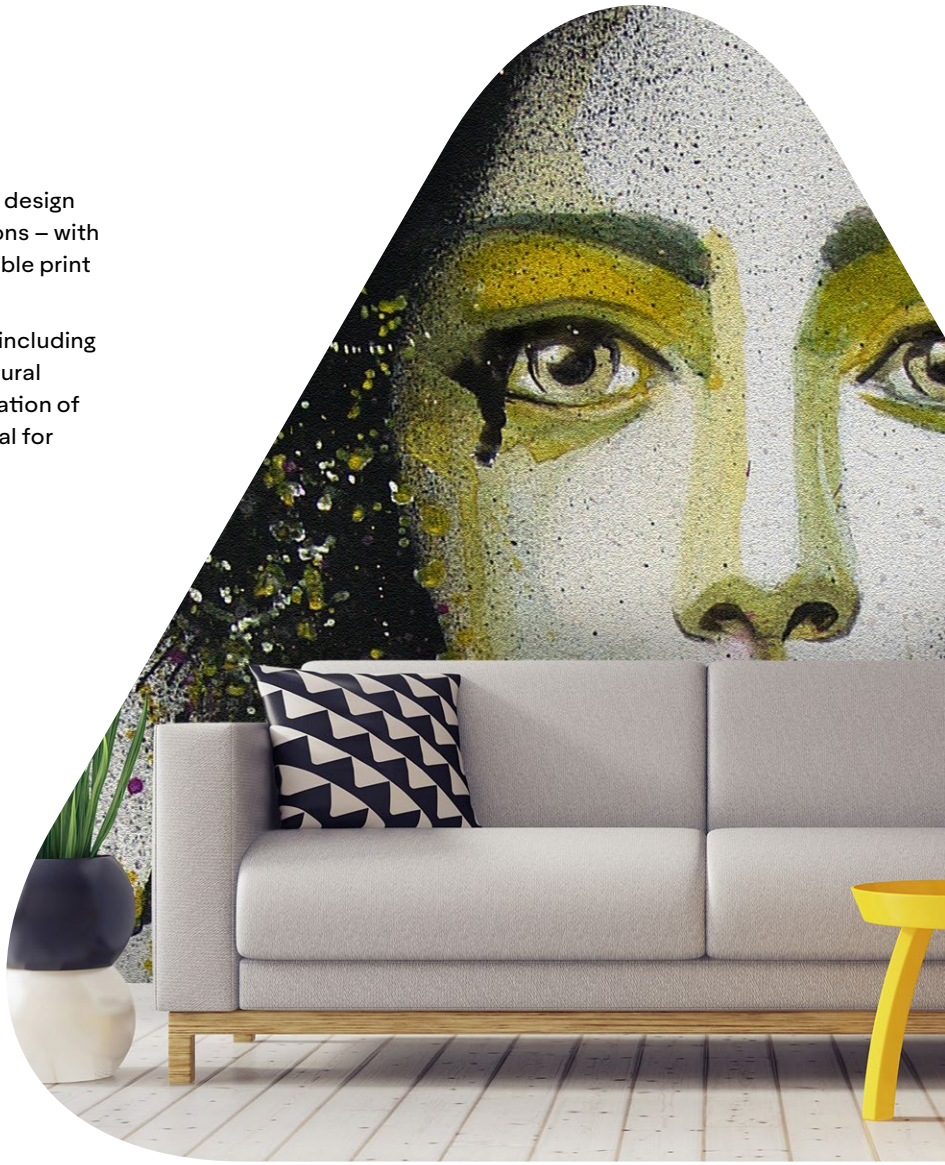
Avery Dennison®

MPI 2600 Wall Film Series



Quick, customizable and creative wall decoration

The digital wall film portfolio from Avery Dennison gives design flexibility for even the most ambitious indoor applications – with three-dimensional textures, rapid application and reliable print performance.

Access a whole new spectrum of creative possibilities, including printable films with pure canvas, crushed stone and natural stucco textures. A choice of adhesive supports the creation of unique short- and longer-term decoration. They are ideal for hospitality areas, retail areas, exhibitions and more.

Key Features and Benefits:

- Quick, easy and clean installation
- Customizable digital printing with solvent, eco/mild solvent, latex and UV curable inks
- More creative choices with digitally printable textures
- Optimal opacity and ease of application due to thicker film
- MPI 2631 textured and 2611 non-textured feature removable adhesive for short term solutions*
- MPI 2630 textured and 2610 non-textured feature permanent adhesive available for long term solutions or low energy surfaces
- MPI 2611 non-textured film features clean removability for up to one year enabling short-term promotional campaigns
- MPI 2611 and 2610 non-textured films enable printing to the edge of the film with no white border required
- Suits most common print platforms: 60" width
- Fire certification available

*Available only in Pure Canvas for MPI 2631 series

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Product Information

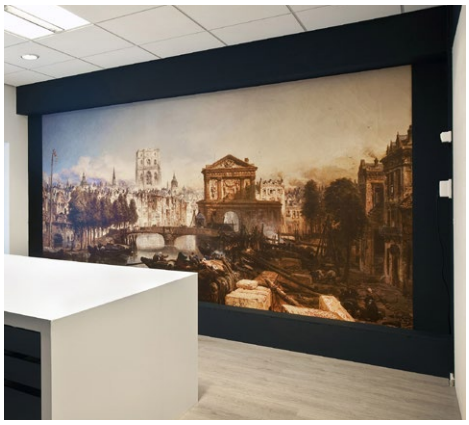
Recommended Uses:

- Retail decoration and branding vinyl wall printed graphics
- Interior decoration applications
- Hospitality and commercial space interiors
- Exhibitions and retail promotional wall graphics

Pure Canvas

Natural Stucco

Crushed Stone



MPI 2611 Wall Film

For information on warranty terms, exclusions and certain limitations that apply please see our website: graphics.averydennison.com
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