

# Avery Dennison® MPI 2077 Luster Transparent

## Ultra Removable Transparent Synthetic

Revision: 5 Dated: 07/23/20

### Uses:

Avery Dennison MPI 2077 Luster Transparent is a unique construction ideal for changeable interior or exterior window graphics, including retail promotions, company identification, point-of-purchase displays, and doorway signs and decals. The ultra-removable adhesive is designed for easy and clean removability from glass.



**Face:** 4 mil (102 microns) matte



**Adhesive:** Ultra Removable Acrylic (clear)



**Liner:** 1.5 mil (38 microns) clear polyester

**Application Surfaces:** Flat

### Features:

- Consistent printability
- Great image clarity and color pop
- Dimensionally stable liner for easy converting
- ICC profiles available on the Avery Dennison's website (<http://avery-us.color-base.com>)

### Conversion:

- Solvent based inkjet
- Mild/Eco Solvent inkjet
- Latex Inkjet
- UV inkjet
- Screen Print

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

### Common Applications:

- Window Graphics

## Product Data Sheet

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Graphics Solutions

[www.graphics.averydennison.com](http://www.graphics.averydennison.com)  
Customer Service: 800-282-8379

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### Physical Characteristics:

Property	Measurement	Typical Value
Caliper, face		4 mil (102 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
Gloss	Hunter Gloss @ 60 degrees	40-50 GU
Adhesion:	<b>Glass</b> 24 hr	1 lb/in (25 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	Up to 1 year
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

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

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### 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.

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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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### 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 graphic's adhesion capability. Power washing is not recommended for MPI 2077.

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

Document Title	Reference Number
Substrate Cleaning and Preparation	<a href="#">Instructional Bulletin #1.10</a>
Storage, Maintenance, and Cleaning of PVC Films	<a href="#">Instructional Bulletin #1.20</a>
Warranty of Avery Dennison Films	<a href="#">Instructional Bulletin #1.30</a>
Screen printing Ink Recommendations Cast, Reflective, Calendered and Specialty Products	<a href="#">Instructional Bulletin #3.00</a>
Multi Purpose InkJet OEM Qualification Matrix, Durability Reference, & Troubleshooting Guide	<a href="#">Instructional Bulletin #5.80</a>

Revisions are italicized

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