

PRODUCT DATA SHEET



Avery® 7541 Functional Film – Transparent PVC

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Introduction

Avery 7541 Functional Film is a general purpose film for protection of car exteriors. The film can be applied to critical areas on the car exterior, protecting the paint against stone chipping and other mechanical forces.

Description

Facefilm: 150 micron, specially modified vinyl film
Adhesive: permanent, UV resistant, acrylic based
Backing paper: one side coated bleached kraft paper, 140 g/m²

Conversion

Avery 7541 Functional Film can best be converted by means of die cutting.

Features

- Good protection characteristics.
- High transparency.
- Excellent durability.
- Excellent adhesion to car paints.
- Allows application to slightly curved car exterior parts

Recommendations for use

- Protection against a variety of potential damages of car exteriors.
- Avery 7541 Functional Film should not be applied at areas where it can be exposed to (prolonged) dripping or immersion to gasoline, diesel oils etc.
- Avery 7541 Functional Film should not be applied to horizontal car parts.



www.averygraphics.com

Graphics Division

Rijndijk 86, P.O. Box 118
2394 ZG Hazerswoude – The Netherlands
Tel +31 71 3421500 – Fax +31 71 3421538

PRODUCT CHARACTERISTICS

Avery® 7541 Functional Film

Physical properties

Features

Caliper, facefilm
Gloss:
Dimensional stability
Adhesion, initial
Adhesion, ultimate
Flammability
Shelf life
Durability²

Test method¹

ISO 534
ISO 2813, 20°
DIN 30646
FINAT FTM-1, stainless steel
FINAT FTM-1, stainless steel

Stored at 22° C/50-55 % RH
Vertical exposure

Results

150 micron
55 %
0,3 mm max.
500 N/m
720 N/m
Selfextinguishing
2 years
5 years

Temperature range

Features

Minimum application temperature:
Temperature range:

Results

10° C
- 40° to +110° C

Chemical properties

Features

Humidity resistance
Corrosion resistance
Chemical resistance

Solvent resistance

Cleaning

Test method¹

20 hours exposure
120 hours exposure
Mild acids
Mild alkalis
Applied to aluminium:
Antifreeze, 4 hours immersion
Film withstands cleaning with hot water
high pressure cleaning equipment.

Results

No effect
No contribution to corrosion
No effect
No effect

No effect

Important

Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of this material to their specific use. All technical data are subject to change.

Warranty

Avery® branded materials are manufactured under careful quality control and are warranted to be free from defect in material and workmanship. Any material shown to our satisfaction to be defective at the time of sale will be replaced without charge. Our aggregate liability to the purchaser shall in no circumstances exceed the cost of the defective materials supplied. No salesman, representative or agent is authorised to give any guarantee, warranty, or make any representation contrary to the foregoing. All Avery® branded materials are sold subject to the above conditions, being part of our standard conditions of sale, a copy of which is available on request.

1) Test methods

More information about our test methods can be found on our website.

2) Durability

The durability is based on middle European exposure conditions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing south; in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased.



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