

## PRODUCT DATA SHEET



# Avery® 7551 Functional Film – Black PVC

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### Introduction

Avery 7551 Functional Film is a general purpose film to realize extra protection and additional design options of vehicle exteriors.

### Description

Facefilm: 150 micron, specially modified, **fine grained**, vinyl film  
Adhesive: permanent, UV resistant, acrylic based  
Backing paper: one side coated bleached kraft paper, 140 g/m<sup>2</sup>

### Conversion

Avery 7551 Functional Film can best be cut to size or shape means of die cutting. High frequency welding is an option to change surface characteristics such as gloss or grain. This allows for adding logos or other design options to the film surface without the need for printing.

### Features

- Excellent protection characteristics.
- Excellent durability.
- Excellent high frequency welding characteristics
- Excellent adhesion to car paints.
- Allows application to slightly curved car exterior parts

### Recommendations for use

- Avery 7551 Functional Film can be applied to specific areas on the car exterior to enhance or add sportive design characteristics, while additional it protection of the car body against mechanical damages is realised.
- Avery 7551 Functional Film should not be applied at areas where it can be exposed to (prolonged) dripping or immersion to gasoline, diesel oils etc.
- Avery 7551 Functional Film should preferably be applied to vertical car parts.



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## PRODUCT CHARACTERISTICS

Avery® 7551 Functional Film

### Physical properties

Features	Test method <sup>1</sup>	Results
Caliper, facefilm	ISO 534	150 micron
Dimensional stability	DIN 30646	0,3 mm max.
Adhesion, initial	FINAT FTM-1, stainless steel	500 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	720 N/m
Flammability		Selfextinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability <sup>2</sup>	Vertical exposure	5 years

### Temperature range

Features	Results
Minimum application temperature:	10° C
Temperature range:	- 40° to +110° C

### Chemical properties

Features	Test method <sup>1</sup>	Results
Humidity resistance	20 hours exposure	No effect
Corrosion resistance	120 hours exposure	No contribution to corrosion
Chemical resistance	Mild acids	No effect
	Mild alkalis	No effect
Solvent resistance	Applied to aluminium: Antifreeze, 4 hours immersion	No effect
Cleaning	Film withstands cleaning with hot water high pressure cleaning equipment.	

#### 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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