

PRODUCT DATA SHEET



Avery® 400 Imperial Permanent

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Introduction

Avery 400 Imperial Permanent is a multi-purpose, high caliper screenprint film for a variety of relatively short-term advertising applications.

Description

Facefilms: 200 micron, monomerically plasticised film,
Adhesive: permanent acrylic based
Backing paper: one side coated kraft liner

Features

Avery 400 Imperial features excellent conversion and printing characteristics: it can be screenprinted with most common screen inks for self-adhesive films. Avery 400 Imperial film has excellent layflatness and dimensional stability properties to ensure exact registered prints and smooth conversion. For screen ink recommendations: consult Avery Technical Bulletin No. 2.2. (same ink recommendations as for Avery 400. Avery 400 Imperial has excellent outdoor exposure properties.

Recommendations for use

- Short term outdoor advertising
- Posters, panels and signs at exhibitions
- In-shop trolley advertising
- Public transport advertising
- Labels and stickers
- Point of sale promotions



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PRODUCT CHARACTERISTICS

Avery® 400 Imperial Permanent

Physical properties

Features	Test method ¹	Results
Caliper, facefilm	ISO 534	200 micron
Gloss	ISO 2813, 20°	70 %
Dimensional stability	DIN 30646	0.5 mm. max
Adhesion, initial	FINAT FTM-1, stainless steel	700 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	800 N/m
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability ²	Vertical exposure	2 years

Temperature range

Features	Results
Application temperature	Minimum: 10° C
Service temperature	-40° to +100° C

Chemical properties

Features	Test method ¹	Results
Humidity resistance	120 hours exposure	No effect
Corrosion resistance	120 hours exposure	No contribution to corrosion
Water resistance	48 hours immersion	No effect
Solvent resistance	Applied to aluminium and	No effect exposed to: oils, greases, aliphatic solvents, motor oils, heptane, kerosene and JP-4 fuel.

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.

