PRODUCT DATA SHEET

Avery Dennison® ColourWrap™ Film

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Introduction

Avery Dennison ColourWrap™ Films are 3D conformable coloured cast wrapping films with gloss, gloss metallic, matt, matt metallic, satin and satin metallic finishes coated with micro-structured acrylic adhesives

Avery Dennison ColourWrap™ Films have been developed especially for full vehicle wrapping purposes

Conversion

Avery Dennison ColourWrap™ Films were developed for vehicle and boat* customisation enabling full wrapping around curves and recesses on painted metal substrates. (*above the waterline)

Recommendations

Apply Avery Dennison ColourWrap™ Films with the dry application method. For full details on application of Avery Dennison ColourWrap™ Films, please refer to Technical Bulletin 7.0



Face Film
80µm gloss. matt, satin and metallic **3D conformable cast vinyl**



Adhesive
Repositionable clear solvent based acrylic adhesive



Backing
Highly stable 145 gsm white micro-embossed PE coated paper



Durability
Up to 8 years



Shelf Life
Non-metallic colours - 2 years when stored at 15- 25°C and ± 50 % relative humidity

Metallic colours - 1 year when stored at 15-25°C and ± 50 % relative humidity

Clean and degrease the all surfaces to which the material will be applied. It must be thoroughly free from dust, grease or any contamination. Use soap and water to remove the dust and degrease with Avery Dennison Surface Cleaner. Application of the product is recommended only on painted metal surfaces. Painted metal surfaces selected for application need to be properly cured accordingly to paint manufacturer's instruction.

Compatibility with paints and lacquers should be tested by the end-user, prior to use.

Due to the finish and manufacturing process of Avery Dennison ColourWrap™ Films, variances in colour can be observed when the material is oriented in different directions. While working with Avery Dennison ColourWrap™ Films, always keep the application direction of the film consistent with the orientation of the film. That is needed from the moment you cut from the roll and until it is applied. Some slight colour shift may occur between rolls or lots, therefore, minimizing the mixing of rolls/lots on a specific vehicle is recommended.

For boat application, we recommend sealing the edges using Avery Dennison Edge Sealer (Product Code: BP2530001).

Once heated, Avery Dennison ColourWrap™ Films is easy to remove, leaving almost no adhesive residue on the substrate. body. Some adhesive residue may be expected after film removal. Eventual adhesive residues can be removed with Avery Dennison Adhesive Remover (Product Code: CA6970001).

Features

Avery Dennison ColourWrap™ Films are designed to provide an aesthetic change to vehicles.

- Available in gloss, matte and satin finishes
- Bright colours available in opaque and metallic effects
- Complete 3D conformability to allow seamless colour change of whole vehicles

- Repositionable adhesive that builds up to the final adhesion reported in the table below
- Suitable also for marine applications along with use of Edge Sealer
- Up to 8 years durability against weathering.

Physical Characteristics

	Test method[1]		Results
Face Material data, 23°C			
Tensile Strength	DIN ISO 527-3		20MPa
Elongation at Break - colors	DIN ISO 527-3		150%
Elongation at Break - metallic colors	DIN ISO 527-3		100%
Adhesive data, 23°C(N/25mm)			
Peel adhesion 180° on stainless steel			
- 20 min. resistance	FTM1		13
- 1 week resistance	FTM1		18
Dimensional stability			
Shrinkage (48hours at 70°C applied on aluminium)	FTM14		Max 0.3mm
Temperature Range			
Application (°C)	+18°C to +40°C		
End-use (°C)	-40°C to + 90°C		
Vertical Durability			
	Zone 1	**Zone 2**	**Zone 3**
White & Black^	8 years	5 years	3 years
Colours*	6 years	4 years	2 years
Metallics	4 years	3 years	1.5 years
Horizontal Durability			
White & Black^	5 years	3 years	1.5 years
Colours*	3 years	2.5 years	1 year
Metallics	2 years	1.5 years	0.5 year

^Satin White falls under the category as Colours for Vertical and Horizontal durability.

*Note: Despite being solid colours, the expected durability of Gloss Saffron Yellow, Gloss Lemon Yellow, Gloss Yellow and Gloss Frog Green is equal to the one of metallics (row 3 in the table). Gloss Night Blue and Gloss Light Blue have a durability of 2 years in zone 2 Horizontal.

This information is based on artificial aging according to ISO 4892-2.

Exterior boat application with Edge Sealer: above data reduced by 30%

Exposure to severe temperatures, ultraviolet light, and/or conditions in Southern European countries, tropical, subtropical or desert regions will cause more rapid deterioration. This also applies to polluted areas, high altitude and south-facing exposure.

Important

Information on physical and chemical characteristics and values in this document are based upon tests we believe to be reliable and do not constitute a warranty. 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. In case of any ambiguities or differences between the English and foreign versions of this document, the English version shall be prevailing and leading.

1) Test methods: More information about our test methods can be found on our website.

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