PRODUCT DATA SHEET

Avery Dennison® 777CF Cast Film

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Introduction

Avery Dennison® 777 Cast Films are a signmaker's everyday answer for all kinds of quality signage, indoors and outdoors – including applications over rivets and corrugations, and jobs requiring applied durability of up to 8 years. Avery Dennison® 777 Cast Films are available in a very extensive range of standard colors, including gloss, matt and metallic. All the colors are based on organic pigments, REACH compliant.

Face Film
60 micron cast vinyl

Adhesive
iA-tech™, Permanent acrylic based

Backing
one side coated white kraft paper, 135 g/m^2

Durability
Up to 8 years outdoor (vertical exposure)

Shelf Life
2 years - stored at 22°C and 50-55% RH

Conversion

Avery Dennison® 777 Cast Film offers good weeding and cutting performance on a wide range of computer signmaking equipment. Avery Dennison® 777 Cast Film can be thermal transfer printed.

777CF iA Tech vinyls can be applied using the wet application method bearing in mind that:

- No soap or surfactants should be mixed with water. Only water suffices for the application process;
- Wait at least 15 minutes before removing the application tape to allow a solid adhesion build up onto the application substrate;

Recommendations

Avery Dennison® 777 Cast Films offer a wide range of colours for:

- Graphics on rigid-sided vehicles
- Graphics on boats (above water level) and sports vehicles
- Directional signage
- Window graphics
- Outdoor advertising
- Point-of-sale and promotional uses

Features

- 100 standard stock colors with a glossy finished
- Improved cutting and weeding
- Excellent dimensional stability
- Very good conformability to rivets and corrugations
- Matched value for money
- Outdoor durability upto 8 years outside
- Up to 4 years clean removability (metallics included)
- REACH compliant – conforming to the latest environmental regulations
- Imprinted liner for easier manual conversion
- Avery Dennison® 777 Cast Film White and White Matt are manufactured on a blue contrast backing paper for ease of conversion

Physical Characteristics

	Test method[1]	Results
Product		
Caliper, facefilm (micron)	ISO 534	60
Caliper, facefilm + adhesive (micron)	ISO 534	85
Gloss (GU)	ISO 2813, 20°	50
Dimensional stability (mm max.)	FINAT FTM 14	0.20
Shelf life (years)	Stored at 22° C/50-55 % RH	2
Flammability	EN 13501-1:2018	B-s1,d0
Durability[2] (years)	Vertical exposure	Black&White - 8 All colors & Transparent - 7 Metallic - 5
Adhesive		
Elongation (%)	DIN 53455	120
Adhesion, initial (N/m)	FINAT FTM-1, stainless steel	400
Adhesion, after 24 hours (N/m)	FINAT FTM-1, stainless steel	520
Temperature range		
Application temperature (Minimum: °C)		+10
Service temperature (°C to +°C)		-40 to +90
Chemical properties[3]		
Saltspray resistance	120 hours exposure	No effect
Water resistance	48 hours immersion	No effect

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.

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.

3) Prolonged immersion in gasoline and similar fluids is not recommended.

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