Avery Dennison® MPI2903 Series Film

StaFlat & Easy Apply™

Revision: 1

Dated: 11/19/26

Uses:

Avery Dennison MPI2903 Series calendered vinyl films offer exceptional value for applications requiring a mid-term durable product combined with an opaque, permanent adhesive. MPI2903 Series films are well suited for applications such as Point-of-Purchase, Product Identification Labels, Medium Term OEM Decals as well as Outdoor and General Signage.

Face Film: 3.0 mil (75µm) gloss calendered

Adhesive: Patented Advanced Acrylic Adhesive Technology (PAAAT)

Liner: 90# StaFlat™ (Smooth)
90# Easy Apply™

Durability: Up to 5 years

Shelf Life: 2 years from date of manufacture

Application Surfaces: Flat, simple curves (restricted to non-spill areas)

Features

- Gray adhesive provides opacity to covers whatever is underneath
- Gloss finish
- Good durability and outdoor performance for short to midterm applications
- Great image clarity and color pop
- ICC profiles available on the Avery Dennison website

Conversion

- Latex Inkjet
- UV Inkjet*
- Solvent based Inkjet

**For flat surfaces only, except for qualified flexible UV inks*

To achieve the best possible print quality, please make sure the correct ICC Profile and printer setting are used.

Common Applications

- Outdoor Signage
- Indoor Floor Graphics
- Wall Murals
- POP/Trade show

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Physical Characteristics

Data represents average values where applicable, and is not intended for specification purposes.

Property	Measurement	Typical Value
Caliper, face		3.0 mil (75µm)
Caliper, adhesive		1.0 mil (25 µm)
Dimensional stability		<0.025" (0.588 mm) Note: Ink loads in excess of 250% may cause increased shrinkage and/or increased initial adhesion of the printed film
Tensile at Yield		
Elongation		
Gloss	Hunter Gloss @ 60 degrees	90 GU
Adhesion	Stainless Steel 15 min 24 hr	 2.4 lbs/in (420 N/m) 3.0 lbs/in (613 N/m)
Flammability		Self Extinguishing
Shelf-Life		2 years from date of manufacture (when stored at the following temperatures and humidity conditions 68°-77° F (20° - 25° C) and 50±5%R. H.)
Durability	Vertical Exposure	Unprinted: 5 years Printed: See ICS Performance Guarantee for printer specific information
Min. Application Temperature		50° F (10° C)
Service Temperature		-50° to 176°F (-45° to 80° C) (Reasonable range of temperatures which would be expected under normal environmental conditions).
Chemical resistance		Resistant to most mild acids, alkalis, and salt solutions
Compliance		
MSDS		MSDS Article Letter

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