

Product Data Sheet

Avery Dennison® 777 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.

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.



Face Film

60 micron cast vinyl



Adhesive

Permanent acrylic based



Backing paper

one side coated white kraft paper, 135 g/m²



Durability

Up to 8 years outdoors on unprinted film (vertical exposure)



Shelf life

Up to 2 years (stored at 22°C and 50-55% RH)

Recommendations for use

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
- Outstanding choice of colours in gloss finish
- The signmaker's 'one-stop shop' for even the most demanding tasks
- REACH compliant – conforming to the latest environmental regulations
- New imprint 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	ISO 534	60 micron
Caliper, facefilm + adhesive	ISO 534	85 micron
Gloss	ISO 2813, 20°	50%
Dimensional stability	Finat FTM 14	0.20 mm max.
Elongation at break	DIN 53445	120 %
Flammability		Self extinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability ²	Black & White Vertical exposure	8 years
	All Colors & Transparent	7 years
	Metallic	5 years

Adhesive

Adhesion, initial	FINAT FTM-1, stainless steel	400 N/m
Adhesion, after 24 hours	FINAT FTM-1, stainless steel	520 N/m

Temperature range

Application temperature	Minimum: + 10°C
Service temperature	-40°C to +90°C

Chemical properties

Humidity resistance	200 hours exposure	No effect
Saltspray resistance	120 hours exposure	No effect
Water resistance	48 hours immersion	No effect

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

2) Durability: 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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