

PRODUCT DATA SHEET

Avery Dennison[®] MPI 2004 EA PW

Issued: 10/2025

Introduction

MPI 2004 Easy Apply[™] Premium Film is a high quality calendered film designed for use in the corporate branding segment, providing enhanced ease-of-use during application.

The Easy Apply Premium technology offers the benefit of reduced wrinkling and air entrapment inherent in the application of large graphics and in addition allows for easy positioning of the graphics. All at an optimized price-performance ratio.

Conversion

Avery Dennison MPI 2004 EA PW is a multi-purpose vinyl, developed for use on various wide format printer platforms using solvent-, eco/mild, UV curable and Latex inks.



Face Film

70 µm gloss white polymeric calendered vinyl



Adhesive

Solvent acrylic, permanent, grey



Backing

160g/sqm Easy Apply liner



Durability

7 years



Shelf Life

2 years

To enhance colour and protect images against UV radiation and abrasion, Avery Dennison MPI 2004 EA PW is recommended to be overlaminated with Avery Dennison DOL 2400 series.

Do NOT use wet application methods for Avery Dennison Easy Apply[™] products.

Recommendations

- » Large fleet graphics on flat or slightly curved 2D surfaces
- » Architectural interior & exterior advertising
- » Medium-term fleet graphics and point of sales advertising
- » Partial wraps on vehicles, trucks and show cars

Features

- » Efficient price/performance ratio for outdoor medium term fleet vehicles and for the Corporate Branding segment
- » Enhanced repositionability and slideability with good ultimate tack
- » Clean long-term removability: permanent adhesive with long-term removability
- » Good opacity to hide substrate colour differences
- » Excellent printability and handling on a wide range of printer platforms

Physical Characteristics

	Test method ¹	Results
Product		
Caliper, facefilm (micron)	ISO 534	70
Caliper, facefilm + adhesive (micron)	ISO 534	100
Dimensional stability (mm max.)	FINAT FTM 14	Max. 0.2 mm
Shelf life (years)	Stored at 22° C/50-55 % RH	2
Durability ² (years)	Vertical exposure	7
Fire classification	EN13501-1	B-s1, d0
Adhesive		
Adhesion, initial	FINAT FTM-1, stainless steel	304 N/m
Adhesion, after 24 hours	FINAT FTM-1, stainless steel	436 N/m
Temperature range		
Application temperature (Minimum: °C)		+15°C
Service temperature (°C to +°C)		-20°C to +70°C
Chemical properties³		
Chemical resistance	Mild acids	No effect
Solvent resistance	Mild alkalis	No effect
Solvent resistance	Applied to aluminium	No effect exposed to: oils, greases, aliphatic solvents, motor oils, heptane, kerosene and JP-4 fuel.

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.

Avery Dennison warrants that its Products meet its specifications. Avery Dennison gives no other express or implied guarantees or warranties with respect to the Products, including, but not limited to, any implied warranties of merchantability, fitness for any particular use and/or non infringement. All Avery Dennison products are sold with the understanding that the purchaser has independently determined the suitability of such products for its purposes. The period of warranty is one (1) year from the date of shipment unless expressly provided otherwise in the product data sheet. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>.

Avery Dennison's aggregate liability to Purchaser, whether for negligence, breach of contract, misrepresentation or otherwise, shall in no circumstances exceed the price of the defective, non-conforming, damaged or undelivered Products which give rise to such liability as determined by net price invoices to Purchaser in respect of any occurrence or series of occurrences. In no circumstances shall Avery Dennison be liable to Purchaser for any indirect, incidental or consequential loss, damage or injury, including without limitation, loss of anticipated profits, goodwill, reputation, or losses or expenses resulting from third party claims.

© 2025 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.