

# Avery Dennison® MPI 3320 / 3322 / 3323

## Matte Calendered

Permanent / Removable Kraft

Revision: 3 Dated: 09/04/19

### Uses:

Avery Dennison MPI 3320 Matte Series are tough, scuff-resistant, flexible white promotional calendered vinyl films that deliver consistent print images at an exceptional value. Avery Dennison MPI 3320 and 3323 Matte feature a clear and gray permanent adhesive designed for short to medium term promotional graphics while the MPI 3322 offers a gray adhesive for promotional applications requiring removable adhesive performance. These films are well suited for applications such as Point-of-Purchase, Product Identification Labels, as well as Outdoor and General Signage.



**Face:** 3.4 mil (86 microns) matte



**Adhesive:** Acrylic  
MPI 3320 – Permanent (clear)  
MPI 3322 – Removable (gray)  
MPI 3323 – Permanent (gray)



**Liner:** Clay-Coated Kraft

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

### Features:

- Consistent printability
- Great image clarity and color pop
- Opaque
- ICC profiles available on Avery Dennison's website (<https://avery-us.color-base.com>)

### Conversion

- Solvent based inkjet
- Latex Inkjet
- Mild/Eco Solvent Inkjet
- UV Inkjet

Note: Product is not recommended for use on drum digital printers or sheet-fed conversion.

### Common Applications:

- Wall Murals
- Outdoor Signage
- POP/ Tradeshow
- Floor Graphics

## Product Data Sheet

Page 1 of 4



Graphics  
Solutions

[www.graphics.averydennison.com](http://www.graphics.averydennison.com)  
Customer Service: 800-282-8379

# Avery Dennison® MPI 3320 / 3322 / 3323

## Matte Calendered

Permanent / Removable Kraft

Revision: 3 Dated: 09/04/19

### Physical Characteristics:

Property	Measurement	Typical Value
Caliper, face		3.4 mil (97 µm)
Caliper, adhesive		1.0mil (25 µm)
Dimensional stability		<0.030"(0.762 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	55 ±10
Adhesion:	15 min (permanent) 15 min (removable)  24 hr (permanent) 24 hr (removable)	2.5 lb/in (438 N/m) 1.0-2.0 lb/in (175-350 N/m)  3.9 lb/in (683 N/m) 1.5-3.0 lb/in (263-525 N/m)
Removability	MPI 3322	1 year from most substrates. Surface must be sealed.
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 – 4 years Printed – Up to 3 years
Min. Application Temperature		50° F (10° C)
Service Temperature		-40° to 180°F (-40° to 82° C) (Reasonable range of temperatures which would be expected under normal environmental conditions)
Chemical resistance		Resistant to most mild acids, alkalis, and salt solutions

## Product Data Sheet

Page 2 of 4



Graphics  
Solutions

[www.graphics.averydennison.com](http://www.graphics.averydennison.com)  
Customer Service: 800-282-8379

# Avery Dennison® MPI 3320 / 3322 / 3323

## Matte Calendered

Permanent / Removable Kraft

Revision: 3 Dated: 09/04/19

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

### Warranty:

This Warranty applies to the Product listed in this Data Sheet. All statements, technical information (including physical and chemical characteristics) and recommendations about Avery Dennison products are based upon tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold subject to the Purchaser's assent and agreement that Purchaser is responsible for, and has independently determined, the suitability of such products for its purposes or its customer's purposes. Avery Dennison products are warranted to be free from defects in material and workmanship (i) for two years from the date of manufacture, or (ii) from the date of manufacture until the expiration of the period stated on the specific Product Data Sheet in effect at the time of delivery.. Such time periods are subject in either case to the proper storing and application of said product, and the failure to properly store or apply the product, including without limitation the failure to follow any applicable Instructional Bulletin, negates any warranty. It is expressly agreed and understood that Avery Dennison's sole obligation and Purchaser's exclusive remedy under this warranty, under any other warranty, express or implied, or otherwise, shall be limited exclusively to: (a) repair or replacement of defective product without charge at Avery Dennison's plant or at the location of the product (at Avery Dennison's election), or (b) in the event repair or replacement are not commercially practical, a credit amount up to the price of the product taking into account the defect in the product in Avery Dennison's sole discretion.

THE WARRANTY EXPRESSLY SET FORTH ABOVE IS IN LIEU OF ANY OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR ANY PARTICULAR USE AND/OR NON-INFRINGEMENT. SELLER SPECIFICALLY DISCLAIMS AND EXCLUDES ALL OTHER SUCH WARRANTIES. NO WAIVER, ALTERATION, ADDITION OR MODIFICATION OF THE FOREGOING CONDITIONS SHALL BE VALID UNLESS MADE IN WRITING AND MANUALLY SIGNED BY AN OFFICER OF AVERY DENNISON.

AVERY DENNISON'S LIABILITY FOR DEFECTIVE PRODUCTS SHALL NOT EXCEED THE PURCHASE PRICE PAID THEREFORE BY PURCHASER AND IN NO EVENT SHALL AVERY DENNISON BE RESPONSIBLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES WHETHER FORESEEABLE OR NOT, CAUSED BY DEFECTS IN SUCH PRODUCT, WHETHER SUCH DAMAGE OCCURS OR IS DISCOVERED BEFORE OR AFTER REPLACEMENT OR CREDIT, AND WHETHER OR NOT SUCH DAMAGE IS CAUSED BY AVERY DENNISON'S NEGLIGENCE.

All sales and contracts for sale of Products are subject to Purchaser's assent and agreement to this Warranty. Avery Dennison hereby objects to any terms or conditions contained in any purchase order or other communication of any kind from the Purchaser that is conflicting, inconsistent or additional to this Agreement.

Revisions are italicized

### Patent Registration:

US6,630,049, US7,060,351, US7,344,618, EP1276605, EP1282472

Avery Dennison® is a registered trademark of Avery Dennison Corporation

Easy Apply™ is a trademark of Avery Dennison Corporation

## Product Data Sheet

Page 3 of 4



Graphics  
Solutions

[www.graphics.averydennison.com](http://www.graphics.averydennison.com)  
Customer Service: 800-282-8379

# Avery Dennison® MPI 3320 / 3322 / 3323

## Matte Calendered

Permanent / Removable Kraft

Revision: 3 Dated: 09/04/19

### **Removability:**

Avery Dennison does not guarantee removability from the following substrates:

- Surfaces with poor paint-to-substrate adhesion
- Wallboard
- Existing graphics that must remain intact; damage to existing graphic when film is removed
- Aged paint or metal that may have surface oxidation or chalking
- Outdoor, horizontal surfaces