



MPI 2923 Easy Apply™

Bring Graphics to Life

For consistent outdoor durability and performance, look no further than MPI 2923 Easy Apply™.

Featuring Easy Apply™ adhesive technology - air egress channels that help eliminate bubbles and wrinkles make application effortless.

SPECIFICATIONS:

- Film:** 86 micron matte white polymeric calendered vinyl
- Adhesive:** Grey permanent acrylic with Easy Apply™ technology
- Backing:** Two sided PE coated StaFlat™ liner
- Outdoor life:** Up to 5 years (unprinted)

APPLICATIONS:

- Outdoor signage
- Point of purchase
- Outdoor advertising
- Indoor advertising
- Exhibition graphics
- Window graphics



MPI 2923 Easy Apply™

An intermediate matte white polymeric calendered film designed for both internal and external application where superior dimensional stability after application and good print quality are required.

Feature	Advantage	Benefit
Easy Apply™ adhesive technology	Eliminates wrinkles and bubbles	Easy to work with and reduces application time, allowing for greater efficiency
Good printability	High quality printability across solvent, eco solvent, latex and UV curable inkjet printers	One product for multiple platforms ensures product consistency and consolidated inventory
Matte finish	Low glare finish	Ideal for indoor graphics
Reliable durability	Up to 5 years (unprinted)	High performance for the life of the product
Permanent adhesive	Adheres well to most surfaces	Ensures the graphic stays down for the length of application
StaFlat™ liner	Excellent converting and handling properties	Increased productivity through installation and handling efficiencies
Compatible with Avery DOL 2000 series	Provides longer-term durability to graphic when applied with the Avery DOL 2000 series	Extends the life of the graphics while making the print look sharper

GREAT VALUE BUNDLE PACKS

Avery Bundle Packs	Product Names	Description
MPI 2923 Easy Apply™ Bundle Pack Recommended for short to medium life outdoor images on flat or simple curved surfaces	MPI 2923 Easy Apply™	<ul style="list-style-type: none"> 86 micron matte white Grey permanent acrylic with Easy Apply™ Two sided PE coated StaFlat™ liner Durability, up to 5 years (unprinted)
	DOL 2800 (Gloss) DOL 2900 (Matte)	<ul style="list-style-type: none"> 80 micron gloss or matte clear polymeric calendered vinyl overlaminate Clear permanent adhesive Kraft liner Durability, up to 5 years

SIZE

MPI 2923 Easy Apply™

Roll width (m)	Roll Length (m)
1.372	45.7
1.372	91.4
1.524	45.7

DOL 2800 and DOL 2900

Roll width (m)	Roll Length (m)
1.372	45.7

For more information contact Avery Dennison customer service or sales representative or visit www.ap.averygraphics.com



Graphics Solutions

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