

Catalogue

Avery Graphics™ Glossary of Terms

Common definitions used in this
Catalogue



GRAPHICS™

Glossary of Terms

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Air release adhesive technology

A special feature of the Avery® Easy Apply range of products. Channels in the adhesive layer permit air flow, help eliminate air bubbles during the application process, and reduce overall graphic application time

Avery® Supreme Cover

Avery Graphics' open warranty system for graphics produced using a combination of Avery Graphics™ film ranges with a variety of leading inks, converting equipment, flexible substrates and specification related business

Calendered vinyl films

See *Polymeric calendered vinyl films* and *Promotional vinyl films*

Cast vinyl films

Premium-grade films manufactured in such a way that they will not shrink or otherwise deform during conversion, application, and service life. These long-life (10 years +) films are typically extremely thin, and conform to contoured substrates like a skin

Clean removability

The ability of a film to be removed from its application surface without leaving any adhesive residue

Colour matching

Custom manufacture of a vinyl film in a specified colour — especially useful for corporate identities

Conformability

The ability of a self-adhesive film to cling like a skin over curves, corrugations and rivets, without 'tenting' or tensioning

Environmentally-responsible films

Films which meet international health and safety standards for applications such as toy labelling, and where good environmental credentials are required

ICC colour profiles

The open, vendor-neutral standard colour profile standards established by the International Colour Consortium and now used throughout the industry for digital print. ICC profiles for Avery Graphics™ products are available via the website

Long-term removable

This specialty adhesive formulation gives long-term adhesion to a substrate, but allows for removability with the use of a heat gun, leaving little or no adhesive residue after the intended period of use

Low adhesive tack

A low (initial) tack makes it easier to lift a decal during application and reposition it. Final adhesion values are equal to standard permanent or removable adhesives

Monomeric calendered vinyl films

See *Promotional vinyl films*

Overlaminates

Applied over a graphic's surface, transparent, gloss, matt or textured overlaminating films protect print or computer-cut lettering from surface damage, e.g., abrasion, and give UV resistance and improved durability

Pantone®

More than 1000 Pantone-licensed colour matches are uniquely offered in the Avery Graphics™ product range, for consistent corporate identity colour matching across a variety of substrates and imaging methods. Simply specify a PMS reference when ordering

Permanent adhesive

An adhesive designed to stick permanently to a variety of common substrates

Polymeric calendered vinyl films

Manufactured by an extrusion process using high-quality polymeric plasticisers, these 7-year-life films are slightly thicker than cast films and less dimensionally stable, but give good outdoor durability on flat surfaces and over simple curves

Promotional vinyl films

Manufactured by an extrusion process using simple monomeric plasticisers; these low-cost, short-life films are ideal for promotional and point-of-sale applications on flat, smooth surfaces (paints, metals, glass, etc.)

Removable adhesive

An adhesive designed to adhere to a variety of common substrates for a designated relatively short period, for subsequent removal. Maximum removability* period is specified in the datasheet

Repositionable adhesive

A graphic with repositionable adhesive can be lifted from the application substrate without much force, and reapplied without loss of adhesion or deformation

Scored backing

A one-side coated kraft paper liner featuring crush-scored lines, running in the machine direction, 50 mm apart. Bending a decal along one of the scored lines will crack the backing open for easy removal

Semi-permanent adhesive

An adhesive with initial tack similar to that of a permanent adhesive, but removable for up to the specified period after application

Slideability

A slideable self-adhesive decal may be easily moved around on the application surface until the desired optimal position is achieved. Pressure on the decal — e.g., with a squeegee — will cause the adhesive to key permanently to the substrate

Solid backing

One-side coated kraft paper liner

Sprocketed rolls

Self-adhesive rolls finished with edge perforations to facilitate conversion through reel-fed machines which feed the film by hooking teeth (sprockets) into the film's perforations.

For series Avery® 900 Super Cast, Avery® 800 Premium Cast and Avery® 700 Premium Film sprocketed rolls in size 0.75 x 50 m are only available in black and white.

Abbreviated to SPR in Catalogue tables

StaFlat backing

White two-sides polyethylene coated kraft paper liner for outstanding dimensional stability

Standard backing

One-side coated kraft paper liner

Supertack adhesive

Special permanent adhesive for low-surface-tension substrates such as polyethylene, polypropylene, and rough or slightly-textured surfaces

Ultra-removable adhesive

For applications involving a film facestock, where a very limited life is required, e.g., for pre-sale stickers on consumer durables and other goods in retail situations, and point-of-sale applications. Clean, easy removability is the key feature. Maximum removability* period is specified in the datasheet

* Note: removability is impaired on freshly-printed conventional screen inks, on nitro-cellulose based painted surfaces, on polystyrene, polycarbonate and PMMA, and on some coated papers and boards (SBR based coatings)

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