Avery Dennison® Instructional Bulletin 1.3

Durability of Avery Dennison Films

Introduction

This instructional bulletin describes the conditions and circumstances that would affect the durability of Avery Dennison Films. The expected durability of Avery Dennison films are defined as the expected performance life of the Avery Dennison graphic film(s) within Zone 1 in outdoor vertical exposure conditions. The durability communicated via Avery Dennison product data sheets is not defined as the period of time the film is warranted for, warranted periods for Avery Dennison films can be found in the corresponding ICS Performance Guarantee Bulletin.

Expected Durability and Warranted Period Definitions

Expected durability is the expected period of time defined in the product data sheet, the product should, but is not warranted to, perform satisfactorily when applied in vertical exposure conditions as defined in Instructional Bulletin 1.30. The warranted period communicated via the ICS Performance Guarantee Bulletins, is the maximum period of time Avery Dennison will warrant the finished products performance in accordance with ICS Performance Guarantee Terms and Conditions 1.0, provided that the film is properly stored, converted and installed in accordance with Avery Dennison guidelines.

Potential Durability Reductions

Actual performance life will depend on a variety of factors, including selection and preparation of the substrate, angle and direction of exposure, application methods, environmental conditions and cleaning and maintenance of the films. In case of films used in areas of high temperatures or humidity, in industrially polluted areas or other areas with air laden particulate matter, and/or in high altitudes, durability will be reduced from that stated in the appropriate Product Data Sheet, Instructional Bulletin and ICS Performance Guarantee Bulletin.

Vertical Exposure

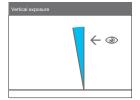
The face of the graphic is $\pm 10^\circ$ from vertical. Vertical durability is as stated in appropriate Product Data Sheets, Instructional Bulletins and ICS Performance Guarantee Durability Bulletins.

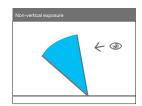
Non-Vertical Exposure

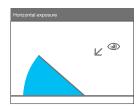
The face of the finished graphic is greater than 10° from vertical and greater than 45° from horizontal. The reduction of durability for non-vertical applications would be 50% less than the stated durability in the appropriate Product Data Sheet, Instructional Bulletin and ICS Performance Guarantee Bulletin.

Horizontal Exposure

The face of the finished graphic is 45° to 90° from vertical. Horizontal applications are not warranted and do not have any expectations of durability. The exposure of films in the horizontal position invalidates any performance expectations as stated in the appropriate Product Data Sheet, Instructional Bulletin and ICS Performance Guarantee Bulletin, unless otherwise stated. Films may retain legibility, but will not provide published Expected Durability for gloss, colour retention, chalking, dimensional stability and overall aesthetic performance.









Zone System, Asia Pacific

Durability for regions located in Zone 2 may be stated in ICS Performance Guarantee Durability Bulletins and other warranty documents issued by Avery Dennison Asia Pacific. Therefore, films used in regions identified as Zone 3 will have a reduction of the stated durability by 40%. If the film were applied whereby a combination of non-vertical and Zone 3 exposure, the cumulative effect of the reduced exposures would apply. Therefore the non-vertical exposure in Zone 3 would be 70% less than the stated durability.

Zone and Non-Vertical Reduction Examples

Zone		e 1	
	100%	-50% of Zone 1 Vertical	-30
	7	3.5	
	5	2.5	
	4	2	
	3	1.5	

Zone 2 (values as in this ICS Bulletin)				
-50% Zone 2 Vertical				
2.5				
1.75				
1.5				
1				

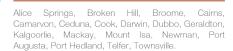
Zone 3			
-40% Zone 2 Vertical	-70% of Zone 2 Vertical		
3	1.5		
2	1		
1.75	0.75		
1	-		

Values in years

Zone Chart Australia and New Zealand

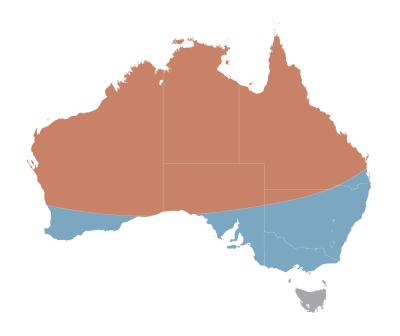
Tasmania.

Adelaide, Albany, Brisbane, Canberra, Coffs Harbour, Esperance, Melbourne, New Zealand, Perth, Sydney.



All areas 100km North of line between Perth and Brisbane.

All locations (mentioned in zones 1, 2 and 3) when installed above altitudes of 1000 meters.





Zone Chart Global Countries

See country/area zone classification below.

Austria Australia (Tasmania) Belarus Belgium Bosnia & Herzegovia Canada Denmark Ecuador Estonia Finland France* Georgia Germany Hungary Iceland Italy Latvia Liechtenstein Lithuania Luxembourg Macedonia Monaco Netherlands, the Norway Poland Romania Russia Slovakia Slovenia Slovenia Sweden Sweden Sweden Sweden Sweden Sweden Uzbekistan Vatican City Algeria Algeria Algeria Algeria Andorra Armenia Armenia Australia* Australia* Australia* Bangladesh Barbados Belize Berazil Burkina Faso Burundi Callifornia Callifornia Cambodia Cameroon Cape Verde Caribbean Isle Chile Colombia Costa Rica Cyprus Dominica Dominica Dominica Fiji Greece Grenada Uzbekistan Uzbekistan Vatican City Greece Grenada Guatemala Guinea	Laos Lesotho Madagascar Malaysia Maldives Malta Mauritania Mauritius Micronesia Moldova Myanmar (Birm Nepal Nevada New Zealand Nicaragua Pakistan Panama Papua New Gu Paraguay Peru Philippines Portugal Puerto Rico Rwanda Samoa	Gambia Ghana Guinea-Bissau Iraq Israel Jordan	Zambia Zimbabw ea *Exposec altitudes *Austral 100km n Perth/Bi	ve d at all sites above of 1000 meters ia – Above a line north of
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Uzbekistan Guatemala Vatican City Guinea	Swaziland	Saudi Arabia		
Vatican City Guinea	Taiwan	Senegal		
	Texas	Sierra Leone		
	Thailand	Somalia		
Yugoslavia Guyana	Togo	Tanzania		
Haiti	Trinidad & Toba	pago Tunisia		
*except areas noted as Zone Honduras	Turkey			
2 or Zone 3 India	Turkmenistan			
Indonesia	Ukraine			
Ivory Coast	Uruguay			
Jamaica	Utah			
Japan				
Kazakhstan	Venezuela			
Korea (South)	Venezuela Vietnam			
Kyrgyzstan	Venezuela Vietnam		ſ	
	Venezuela Vietnam *Exceptions no	oted as		
	Venezuela Vietnam	oted as		

Additional Information

High Elevations - Mountain area UV damage is increased over exposures at sea level. This is due to the air being thinner, and therefore damage from UV filtering increases significantly.

Congested Urban or Industrial Areas - Due to increased smog, pollutants, and particulates in the atmosphere in congested urban and industrial areas horizontal applications have reduced durability expectations. The horizontal application traps the chemicals on the surface of the material, and increased UV exposure combine for reduced durability.

Marine Environments – Material installed in marine environments will have a reduced durability, consult Avery Dennison ICS Performance Guarantee Bulletins for further details.

Questions regarding the durability of a specific product should be directed to your Avery Dennison sales, marketing or technical representative.

*For further information on performance and warranted periods within the Asia Pacific region, please see the corresponding ICS Performance Guarantee Bulletin for your specific printer and ink combination or film type.

