



Floor Graphic Solutions



The Fifth Wall



Car showroom floor graphic.

Known as the fifth wall in advertising – the one beneath consumer’s feet, floor graphics provide a powerful and impressive way of using vacant space.

Advertisers continually look for exciting avenues to communicate their message and floor graphics present inspiring new mediums to help close a sale.

Widely used in supermarkets, shopping centres, retail stores, airports and even on sporting surfaces, floor graphics are the innovative answer to successful in-store advertising and promotions.

Pioneering the way in pressure-sensitive adhesive materials, Avery Dennison have developed a range of films for all types of applications, including a specific range of products to suit your internal and external graphics needs.



Staircase floor graphic.

Avery Dennison Floor Graphics System Benefits

- Minimise potential safety hazards with our rigorously tested and classified products to the AS/NZS 4586 Slip resistance standard.
- DOL 3100 Matt overlamine is suitable for short term in-store promotions in dry areas up to 6 months.
- Additional wear-and-tear and slip area resistance for up to 9 month promotions in heavy foot traffic areas with DOL 6000 Textured Floor overlamine.
- Pair with MPI 3002PP white to hide variations in floor surface below, or MPI 3041PP transparent for your digital inkjet graphics, providing easy removal at the end of promotion.
- For colourful cut graphics use with 500 EF films available in 47 colours with easy removal at the end of promotion.
- Where slip resistance is not required in specialty applications such as indoor basketball courts, we recommend MPI 2002 and DOL 2000.

Avery Dennison Floor Graphics Applications

Interior Applications				Slip Resistance	
Print Film	Overlaminates	Removable	Durability	Dry Areas	Occasional Wet Areas
MPI 3002PP	DOL 3100 Matt	✓	up to 6 months	✓	-
	DOL 6000 Floor Textured	✓	up to 9 months	✓	✓
MPI 3041PP	DOL 3100 Matt	✓	up to 6 months	✓	-
	DOL 6000 Floor Textured	✓	up to 9 months	✓	✓
500 EF	DOL 3100 Matt	✓	up to 6 months	✓	-
	DOL 6000 Floor Textured	✓	up to 9 months	✓	✓
Indoor Sports Surface Branding					
MPI 2002	DOL 2000	✓	up to 6 months	-	-

Dry Areas

Avery Dennison DOL 3100 Matte and DOL 6000 Floor Graphic overlaminates meet or exceed the minimum AS/NZS 4586:2013 requirements for use in dry areas with surface angle of ≤ 2 degrees, or where occasional water or spillages may occur. It is expected that an accidental spillage in the "dry area" will be attended to very quickly.

Examples of where these films may be used are:

- Dry areas of entry foyers at hotels, offices or public buildings
- Within shopping centres (excluding food courts)
- Shops inside shopping centres (newsagents, clothing stores, etc.)
- Supermarket aisles (except fresh food areas)

Occasional Wet Areas

Avery Dennison DOL 6000 Floor Graphic overlaminates meet or exceeds the minimum AS/NZS 4586:2013 requirements for floors where occasional water is expected.

Examples of where this film may be used are:

- Entry foyers of hotels, offices and public buildings
- Indoor sports facilities and arenas
- Shopping centres including food courts
- Shops with external entrances
- Fast food outlets, food service areas
- Supermarket fresh fruit and vegetable, dairy and deli areas



Indoor stadium floor graphic



Showroom floor graphic.

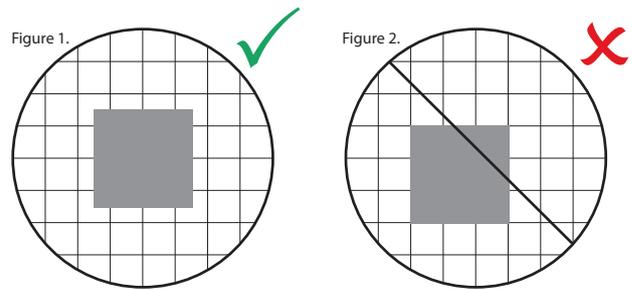


Retail floor graphic.

Keep your floor graphics looking great for longer

Here are a couple of helpful tips to get the most out of your floor graphics:

- ▶ Place the graphic in a moderate traffic area, away from main doorways or entrances, which will reduce wear and tear and help maintain the visual integrity of the graphic.
- ▶ Plan the placement of the graphics particularly on tiled floor as illustrated in Figure 1.



The right choice for quality & confidence



Avery Dennison's unparalleled commitment to quality ensures that every product we produce is designed, engineered, manufactured and tested with one goal in mind – your complete satisfaction. For ultimate peace of mind and security we offer our general product warranty which guarantees you get products free from defects and deliver consistent high quality and performance of our sign materials, screen print films, digital media and reflective products - every time. With the ICS Warranty Program we go even further, offering you an open integrated system that provides the greatest range of flexibility, choice, confidence and protection. You choose the application, production method, qualified printer, ink and application tape, coupled with our films - and we provide the warranty.

No matter what your application, Avery Dennison Graphics Solutions gives you the confidence of knowing that our films will provide you with the best performance. For more information speak with your local Avery Dennison representative about how the ICS Warranty can work for you.



Important Note

The information provided above is given as a guide only and does not constitute a warranty. Avery Dennison does not accept any liability arising from the interpretation and use of the information provided. Please refer to Avery Product Data Sheets and Instructional Bulletins for more specific product information and AS/NZS 4586:2013 - Slip resistance classification of new pedestrian surfaces. In order to interpret the AS/NZS 4586:2013 classifications, please refer to Standards Australia Handbook 197, 'An Introductory Guide to the Slip Resistance of Pedestrian Surface Materials'. These classifications are recommendations offered by Standards Australia and copies of test certificates are available upon request.