

Avery Dennison® T-7500 MVP
Maximum Visual Performance
Prismatic Grade Reflective Sheeting
Permanent Traffic Signage
Pressure Sensitive Adhesive for Aluminum

Data Bulletin # T-7500
 Revised 10/2003

Description:

Avery Dennison® T-7500 MVP Prismatic Grade Reflective Sheeting is a super-high performance, durable micro-prismatic retroreflective material. Its unique prismatic construction provides the highest level of reflectivity. Meets applicable requirements for Prismatic Grade sheeting applications for Type VIII retroreflective sheeting as set forth in ASTM D 4956.

Construction:

Face Film:	High gloss
Adhesive	Permanent Pressure Sensitive (Class 1).
Liner:	Poly Liner

Warranted Photometric Performance:

Minimum Coefficient of Retroreflection (R_A) (cd / lx / m²)

Observation Angle	Entrance Angle	White	Yellow	Green	Red	Blue	Brown
0.1°	-4°	1000	750	100	150	60	30
	30°	460	345	46	69	28	14
0.2°	-4°	700	525	70	105	42	21
	30°	325	245	33	49	20	10
0.5°	-4°	250	190	25	38	15	7.5
	30	115	86	12	17	7	3.5

Note: 0.1° Observation angle is a "Supplemental Requirement" in ASTM D-4956. It represents long highway viewing distances of about 275 Meters (900 ft.) and greater.

Colors & Specification Limits (Daytime)^A:

Color	1		2		3		4		Luminance (Y%)	
	x	y	x	y	x	y	x	y	Min	Max
White	0.303	0.300	0.368	0.366	0.340	0.393	0.274	0.329	40	--
Yellow	0.498	0.412	0.557	0.442	0.479	0.520	0.438	0.472	24	45
Orange	0.558	0.352	0.636	0.364	0.570	0.429	0.506	0.404	12	30
Blue ^B	0.140	0.035	0.244	0.210	0.190	0.255	0.065	0.216	1.0	10
Green ^B	0.026	0.399	0.166	0.364	0.286	0.446	0.207	0.771	3.0	12
Red	0.648	0.351	0.735	0.265	0.629	0.281	0.565	0.346	3.0	15
Brown	0.430	0.340	0.610	0.390	0.550	0.450	0.430	0.390	1.0	6.0

^AThe four pairs of chromaticity coordinates determine the acceptable color in terms of the CIE 1931 Standard Colorimetric System measured with Standard Illuminant D65.

^BThe saturation limit of green and blue may extend to the border of the CIE chromaticity locus for spectral colors

Avery Dennison® T-7500 MVP continued...

Other Specifications:

Consult your Avery Dennison Representative for information concerning additional world-wide specifications.

Physical Properties:

Outdoor Durability	Avery Dennison T-7500 MVP is a 10 year durable product when properly processed and applied. Refer to the appropriate Avery Dennison product warranty for specific details.
Minimum Surface & Ambient Air Application Temperature	65°F (18°C) when applied with a squeeze roll applicator.
Application Surface	Flat surfaces only. Not recommended for unpainted stainless steel. Always pretest your specific substrate prior to application. Note: Wet method of application is not recommended for Avery Dennison T-7500 reflective sheeting.
Service Temperature Range	-40°F to 180°F (-40°C to 82°C)
Typical Film Caliper (w/adhesive)	17 to 18 mils
Shelf Life	One year when stored at the following temperature and conditions 68° - 77°F (20° - 25°C) and 50% ± 5%± R.H.
Other Tests:	T-7500 meets all other requirements set forth in ASTM D 4956 including Shrinkage, Flexibility, Liner removal, Adhesion, Impact resistance, Specular gloss and Outdoor weathering.

Application & Converting Information:

The following Avery Dennison literature will provide complete information to the user for proper application, storage, and other requirements and is available from your Avery Dennison representative, from the Avery Dennison web-site www.reflectives.averydennison.com, or on request:

Sign Mounting /Orientation:

This prismatic sheeting does not require a special orientation for mounting and thus does not require an orientation arrow datum mark).

Approved screen printing inks:

Ink Supplier	Ink Series	Ink System	Instructional Bulletins
Avery Dennison	4930 Inks	1 Part Solvent	#8.40
Avery Dennison	10TS™ Nazdar	UV Curable	#8.38

Avery Dennison® T-7500 MVP continued...

Instructional Bulletins:	
Storage, Handling & Cleaning	#8.00
Substrate Requirements	#8.01
Contractor's Guide for Storage	#8.04
Application of PS Adhesive	#8.10
Cutting Methods	#8.20
Computer Sign Cutting	#8.25
Screen Preparation	#8.30
Troubleshooting Printing	#8.34
Proper Storage Booklet	#8.50
Ink Recommendation Guide	#8.55

Color Availability:	
T-7500 MVP	White
T-7501 MVP	Yellow
T-7505 MVP	Blue
T-7507 MVP	Green
T-7508 MVP	Red
T-7509 MVP	Brown

Warranty:

WARRANTY: All statements, technical information 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 with the understanding that Purchaser has independently determined the suitability of such products for its purposes. Avery Dennison products are warranted to be free from defects in material and workmanship for either one year (or the period stated on the specific product information literature in effect at time of delivery, if longer) from date of shipment if said product is properly stored and applied. 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 to repair or replacement of defective product without charge at Avery Dennison's plant or at the location of product (at Avery Dennison's election), or in the event replacement or repairs is not commercially practical, to Avery Dennison's issuing Purchaser a credit reasonable in light of the defect in the product.

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.

NO EXPRESS WARRANTIES AND NO IMPLIED WARRANTIES, WHETHER OF MERCHANTABILITY OR FITNESS FOR ANY PARTICULAR USE, OR OTHERWISE (EXCEPT AS TO TITLE), OTHER THAN THOSE EXPRESSLY SET FORTH ABOVE WHICH ARE MADE EXPRESSLY IN LIEU OF ALL OTHER WARRANTIES, SHALL APPLY TO PRODUCTS SOLD BY AVERY DENNISON. AVERY DENNISON 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 , 6565 W. Howard, Niles, IL 60714, USA, 1-800-327-5917, www.reflectives.averydennison.com

T-7500 MVP is protected by the following US patents: 4,460,449; 4,633,567; 5,156,863; 4,486,363; 4,601,861; 5,213,872; 5,310,436; 5,930,041