

# PRODUCT DATA SHEET

## Avery Dennison® Pure Defense PVC Paint Protection Film

Issued: 01/2021

### Introduction

Avery Dennison Pure Defense PVC is a clear PVC film for protection of vulnerable surfaces such as car paint. The film can be applied to critical areas on the vehicle exterior, against stone chips, road debris, insect stains, heavy use, chemical stains and much more.

### Conversion

Product is designed for vehicle paint and painted surface protection purposes and is easy to size by manual cutting during application, computer cutting plotters and die cutting. Material should be applied using the wet application method for more information please refer to TB. 6.10.

### Recommendations

- Protection of the highly sensitive external surfaces of vehicle like; bumper, side mirrors, hood, wheel arches
- Protection of internal surfaces like, luggage racks or chairs in buses or trains
- Protection of surfaces in high traffic areas like, reception desks, door impact areas, wall panels and more

### Features

- High transparent finish
- Good protection characteristics
- Excellent adhesion to car paint
- Allows application to slightly curved car exterior parts
- Up to 5 years durability (vertical, Zone1)



#### Face Film

150 micron, specially modified transparent vinyl film



#### Adhesive

Permanent, UV resistant, solvent acrylic base



#### Backing

One side coated kraft paper, 140 g/m<sup>2</sup>



#### Durability

Zone 1 vertical 5 years



#### Shelf Life

2 years stored at 22°C 50-55 % RH

## Physical Characteristics

	Test method <sup>1</sup>	Results	
<b>Product</b>			
Caliper, facefilm (micron)	ISO 534	150	
Caliper, facefilm + adhesive (micron)	ISO 534	180	
Caliper, Liner (micron)	ISO 534	135	
Gloss (GU)	ISO 2813, 20°	>80	
Dimensional stability (mm max.)	DIN 30646	0.3	
Shelf life (years)	Stored at 22° C/50-55 % RH	2	
<b>Adhesive</b>			
Tensile strength @ Break (MPa)	ISO 527	> 25	
Elongation @ Break (%)	ISO 527	>150%	
Adhesion, initial 180° 20 min (N/m)	FINAT FTM-1, stainless steel	>500	
Adhesion, ultimate 180° 72 hours (N/m)	FINAT FTM-1, stainless steel	>700	
<b>Temperature range</b>			
Application temperature (Minimum: °C)		10	
Service temperature (°C to +°C)		-40 to +100	
<b>Chemical properties<sup>2</sup></b>			
	Visual Inspection after exposure to following test fluids		
Gasoline Resistance	30 minutes	No effect	
Water & Soap	24 hours	No contribution to corrosion	
Cleaning Fluid	1 hour	No effect	
Motor Oil	24 hours	No effect	
<b>Durability<sup>2</sup></b>			
	<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
<b>Vertical</b>	5 years	3 years	1.5 years
<b>Horizontal</b>	2.5 years	1.5 years	0.75 years

## Important

Information on physical and chemical characteristics and values in this document are based upon tests we believe to be reliable and do not constitute a warranty. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of this material to their specific use.

All technical data are subject to change. In case of any ambiguities or differences between the English and foreign versions of this document, the English version shall be prevailing and leading.

1) Test methods: More information about our test methods can be found on our website.

2) Prolonged immersion in gasoline and similar fluids is not recommended.

Avery Dennison warrants that its Products meet its specifications. Avery Dennison gives no other express or implied guarantees or warranties with respect to the Products, including, but not limited to, any implied warranties of merchantability, fitness for any particular use and/or non infringement. All Avery Dennison products are sold with the understanding that the purchaser has independently determined the suitability of such products for its purposes. The period of warranty is one (1) year from the date of shipment unless expressly provided otherwise in the product data sheet. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>.

Avery Dennison's aggregate liability to Purchaser, whether for negligence, breach of contract, misrepresentation or otherwise, shall in no circumstances exceed the price of the defective, non-conforming, damaged or undelivered Products which give rise to such liability as determined by net price invoices to Purchaser in respect of any occurrence or series of occurrences. In no circumstances shall Avery Dennison be liable to Purchaser for any indirect, incidental or consequential loss, damage or injury, including without limitation, loss of anticipated profits, goodwill, reputation, or losses or expenses resulting from third party claims.

© 2021 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.