

# Avery Dennison® SF 100 Conform Chrome Series-S LTR Easy Apply™ RS

Conform Chrome

Easy Apply™ RS Long Term Removable

Revision: 5 Dated: 07/25/14

## Uses:

Avery Dennison® SF 100 Conform Chrome Series Films are a premium quality specialty film designed for use in vehicle and graphics markets where high end chrome accents are desired. The patented Avery Dennison Easy Apply™ RS feature allows for faster positioning, bubble free application, and long term removability. Conform Chrome is available in Chrome/Silver, Gold, Blue, Black, and *Red Mirror* colors.



**Face:** 5.7 mil (142 microns) chrome finish film



**Adhesive:** Long Term Removable Acrylic



**Liner:** 90# StaFlat™, Poly-Coated with Avery Dennison® Easy Apply™ RS technology



**Durability:** Up to 3 years Vertical Exposure

## Application Surfaces:

Flat, simple curves, curves, simple concave and convex shapes

## Features:

- Very high gloss semi-conformable film.
- Unique patented adhesive technology. (information below)
- Good conformability to irregular substrates
  - Concave shaped
  - Convex shaped
- Outstanding durability and outdoor performance
- Good UV, temperature, humidity, and salt-spray resistance
- Easy apply feature helps eliminate wrinkles and bubbles during application

## Conversion:

- Flat Bed Sign-Cut
- Drum Roller Sign-Cut
- Steel Rule Die-Cutting

## Common Applications:

- Trucks
- Trailers
- Cars & Vans
- Architectural Signage
- Emergency Vehicles
- Outdoor Advertising
- Buses
- Trains & Light Rail

**Note:** Film may scratch during application, or during day in and out use. Scratching of the film is not covered by Material Warranty. See Application notes below. If excess heat or stretch is used during application, film may whiten and this is not covered by any warranty.

## Product Data Sheet

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## Physical Characteristics:

Property	Value	
Caliper, face	5.7 mil (142µm)	
Caliper, adhesive	1.2mil (30 µm)	
Applied Shrinkage, max.	<0.02"(508 mm)	
Elongation (Min)	90% at break	
Gloss	90%	
Adhesion:SS	15 min.	2.0 lbs/in (350 N/m)
	24 hrs.	2.5 lbs/in (437 N/m)
Flammability	Self Extinguishing	
Shelf-Life	1 year	
Durability	Vertical Exposure (horizontal)	3 Years Silver 2 years Colors (1 year)
Flammability	Self Extinguishing	
Min. Application Temperature	50° F (10°C)	
Service Temperature	-50° - 180°F (-45° - 82° C) (Reasonable range of temperatures which would be expected under normal environmental conditions).	
Chemical resistance	Resistant to most mild acids, alkalis, and salt solutions.	

### Important:

Information on physical and chemical characteristics are based on tests believed to be reliable. The values are intended only as a source of information. This information is given without guaranty and do not constitute a warranty. The purchaser should independently determine, prior to use, the suitability of any material for their specific purpose. (Data represents average values where applicable, and is not intended for specification purposes)

### 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 two years (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.

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## IMPORTANT INFORMATION:

**SF100- Conform Chrome Series Films are chrome accent films designed to add special effects and a sporty touch to graphics. Before using, user shall determine the suitability of the product for its intended use and accepts responsibility to ensure compliance with any and all laws and regulations concerning the use of chrome film on vehicles or in the ultimate graphic application, end user assumes all risk and liability in connection therewith.**

**DO NOT OVERHEAT OR OVERSTRETCH GRAPHICS DURING APPLICATION. IF TOO MUCH HEAT OR STRETCH IS USED THE FILM WILL WHITEN AND THERE IS NO WARRANTY FOR WHITENING OF FILM DURING APPLICATION.**

**To minimize scratching during application, and during the life of the graphic, it is recommended that the convertor protects the film with the use of DOL1460. The DOL1460 laminated to the top of the film prior to application provides greater structure to the product, and improves abrasion resistance. However, greater care should be taken to ensure proper conformability for the end use application.**

**Some surface imperfections are not uncommon in the film, these are not considered a defect.**

### Application:

Film is designed for application to solid surfaces like automobiles, buses, and trains and applied over existing graphic films.

All substrates must be cleaned according to Avery Dennison® recommended cleaning practices as outlined in IB# 1.1 "Substrate Cleaning and Preparation".

When utilizing Conform Chrome films, it is recommended that the applicator utilize a WetEdge Squeegee. The applicator should use the cloth wrapped edge, which is then wet with a soap & water solution in order to minimize any scratching of the chrome surface.

Conform Chrome should be heated gently and applied to complex surfaces carefully. Excessive heat and stretching may cause product discoloration or "whitening". Whitening is not covered by material warranty.

See Instructional Bulletin 4.00.2 [Application Instructions for Conform Chrome](#).

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## Durability:

Durability is based on vertical exposure, unless otherwise notated. Definitions for exposure angles, and Zone Charts, which may reduce the overall durability of the product are available in Instruction Bulletin 1.3; [Durability of Films](#). Materials applied in horizontal applications in the USA desert southwest, or Zone 3 in the charts will have zero years durability coverage. Otherwise durability is shown above in the "Physical Characteristics" section of this data sheet.

Abrasion and Loss of Gloss are not covered by any Avery Dennison® Warranty. These changes are considered normal wear and tear.

Other factors which may directly affect durability of this product series is; surface texture, surface preparation, application methods, angle and direction of sun, environmental conditions, cleaning & maintenance.

## Colors & Opacity:

Most colors are considered opaque; however it is up to the end user to determine if the level of opacity meets their needs. Color samples are available from [samples.graphics@averydennison.com](mailto:samples.graphics@averydennison.com) or through your sales, or customer service contact.

Description	Color	Description	Color	Description	Color
SF100-843-S LTR Easy Apply™ RS	Chrome/Silver	SF100-604-S LTR Easy Apply™ RS	Gold	SF100-256-S LTR Easy Apply™ RS	Blue
SF100-196-S LTR Easy Apply™ RS	Black	SF100-474-S LTR Easy Apply™ RS	Red		

## Dimensional stability:

Is measured on a 6" x 6" (150 x 150 mm) aluminum panel to which a specimen has been applied; 72 hours after application the panel is scored in a cross pattern, exposed for 48 hours to 150°F (65°C), after which the changes in the dimensions of the applied sample are measured.

## Adhesion:

(FTM-1, FINAT) is measured by peeling a specimen at a 180° angle from a stainless steel panel, 24 hours after the specimen has been applied under standardized conditions. Initial adhesion is measured 15 minutes after application of the specimen.

## Flammability:

A specimen applied to aluminum is subjected to the flame of a gas burner for 15 seconds. The film should stop burning within 15 seconds after removal from the flame.

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## Unsuitable Uses:

Film applied to stainless steel, non-Avery films, watercraft below the static water line, watercraft graphics which are not edge sealed, non-OEM painted vehicles, substrates with poor paint to substrate or paint to paint bond, substrates which are not clean and smooth (little to no variation in texture), graphics where application tape must adhere to liner, graphic removal from poor paint adhesion or existing graphics. Graphics exposed to oil, harsh chemical, or gasoline vapors or spills.

## Application to Glass:

There is no coverage for graphics applied to glass, and possible breakage for glass applications of this film series.

## Removability:

This product has been warranted to provide clean removability, within the durability time. Clean removability is deemed with less than 30% adhesive residue when using heat and chemical removal methods. Avery Dennison will reimburse a reasonable portion of extra removal costs, not to exceed the cost of the film used on the application.

Exceptions to the removal warranty are those graphics applied to the following: pre-existing graphics, film applied to painted wall board, paint which is not properly bonded to the substrate. There is no guarantee made for; ease or speed of graphic removal, removal from improperly cured paint, removal from oxidized or chalked substrates, or from horizontally exposed outdoor applications.

## Temperature range:

A specimen applied to stainless steel is exposed at high and low temperatures and brought back to room temperature. 1 hour after exposure the specimen is examined for any deterioration. Note: Prolonged exposure to high and low temperatures in the presence of chemicals such as solvents, acids, dyes, etc. may eventually cause deterioration.

## Chemical Resistance:

All chemical tests are conducted with test panels to which a specimen has been applied for 72 hours, after application the panels are immersed in the test fluid for the given test period. 1 hour after removing the panel from the fluid, the specimen is examined for any deterioration.

## Accelerated Aging:

No negative impact on films performance, wherein the color is within industry standards for Delta  $\Sigma$  shift. Material is applied to panels, and placed in a Xenon Arc Artificial Weatherometer, and exposed under conditions of SAE J2527, for 2000 hours. Some color fade may occur in severe environmental areas. Reference IB 1.30 for durability guidelines.

*Revisions are italicized*

### Patent Registration:

US6,630,049, US7,060,351, US7,344,618, EP1276605, EP1282472

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