

**Avery Dennison® LV-0700 Commercial Grade Reflective Film**  
**For Vehicle Tags and Stickers**  
**Dated: 5/4/04**

**Description:**

Avery Dennison® LV-0700 Commercial Grade Reflective film is a quality, enclosed lens retroreflective material. LV-0700 is ideal for vehicle tag and sticker requirements where low temperature application is desired such as for license plate validation stickers.

**Construction:**

<b>Face Film:</b>	High Gloss Retroreflective Polymer
<b>Adhesive:</b>	Low Temperature Permanent pressure sensitive (Class 1)
<b>Release Liner:</b>	50# Fastrip PLB/RLSN (LV-0750) or 90# Stayflat (LV-0790)

**Photometric Performance:**

Minimum Coefficient of Retroreflection ( $R_A$ ) (cd / lx / m<sup>2</sup>)

Observation Angle	Entrance Angle	White
0.2°	-4°	50
	30°	12
0.5°	-4°	15
	30	6

**Colors & Specification Limits (Daytime):**

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	27	--

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

**Other Specifications**

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

**Physical Properties:**

<b>Outdoor Durability</b>	Avery Dennison LV-0700 sheeting is warranted for 3 years when properly processed and applied.
<b>Minimum Surface &amp; Ambient Air Application Temperature</b>	0°F (-18°C) when applied with a squeeze roll applicator
<b>Application Surface</b>	Flat surfaces only. Not recommended for unpainted stainless steel. Always pretest your specific substrate prior to actual application. Note: Wet method of application is not recommended for Avery Dennison V-0700 reflective films
<b>Service Temperature Range</b>	-40°F to 180°F (-40°C to 82°C)
<b>Typical Film Caliper (w/adhesive)</b>	3.5 to 4.5 mils (89 µm to 114 µm)

# PRODUCT DATA BULLETIN

<b>Shelf Life</b>	One year when stored at the following temperature and conditions 68° - 77°F (20° - 25°C) and 50% ± 5%± R.H.
<b>Other Tests:</b>	LV-0700 meets all other requirements set forth in ASTM D 4956 including Shrinkage, Flexibility, Liner removal, Adhesion, Impact resistance, Specular gloss and Outdoor weathering.

## Application & Conversion 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](http://www.reflectives.averydennison.com), or on request:

<i>Technology</i>	<i>Face</i> <sup>(1) (2)</sup>	<i>Liner</i> <sup>(2)</sup>	<i>Inks</i>	<i>Ribbon</i>	<i>Printing</i>	<i>Rotary Die</i> <sup>(3)</sup>	<i>Flatbed Die</i> <sup>(3)</sup>
<b>Avery 64-06</b>	YES	NO	NA	2230, TTM 201	Durability tied to ribbon/clearcoat		
<b>Datamax</b>	YES	NO	NA	AXR 600 Series	Durability tied to ribbon/clearcoat		
<b>Flexographic</b>	YES	YES	Pre-qualify	NA	Sample stock to ink manufacture for ink type.	Requires hardened rotary Dies.	
<b>Screen</b>	YES	YES	Maribu PU, Visprox 2000, Avery 7TS	NA	Sheeting is 3 year. Print lifetime print technology dependent.	Requires hardened rotary Dies.	Requires "single bevel" edges steel rule dies.
<b>Letterpress</b>	YES	YES	Pre-qualify	NA	Sample stock to ink manufacture for ink type.	Requires hardened rotary Dies.	Requires "single bevel" edges steel rule dies.


<sup>(1)</sup> Note all face printing durability is established by the ink/ribbon and clearcoat system utilized. Durability of three years reference the reflective structure not the print.

<sup>(2)</sup> Note all printing references made pertain to single color (black) printing unless otherwise specified.

<sup>(3)</sup> Die wear is more dramatic due to use of glass bead technology in the product.

<b>Instructional Bulletins:</b>	
Sheeting Care & Handling	#8.00
Substrate Requirements	#8.01
Application Techniques PS Sheeting	#8.10
Steel Rule Die-Cutting	#8.20
Guillotine Cutting	#8.20
Thermal Die Cutting	#8.20
Flatbed Plotter/Cutting	#8.25

**Additional Information:**

<p><b>Watermarking</b></p>	 <p><b>Avery Standard Water Mark.</b> <b>Custom watermarks are also available</b></p>
<p><b>Standard Traffic Colors</b></p>	<p><b>White, Blue, Red, Green, Yellow, and Orange</b></p>

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