

Avery Dennison® W-7514
Prismatic Grade Reflective Sheeting
Fluorescent Orange Work Zone Signage
Pressure Sensitive Adhesive for Aluminum

Data Bulletin # W-7514
 Revised 04/2004

Description:

Avery Dennison® W-7514 Fluorescent Orange Prismatic Grade Reflective Sheeting is a super-high performance, micro-prismatic retroreflective material. Its bright fluorescent color provides daytime conspicuity from dawn to dusk and its unique prismatic construction provides nighttime brightness with the highest level of reflectivity. Reflectivity performance exceeds the table values below. There is no ASTM or FHWA specification for fluorescent orange reflective sheeting.

Construction:

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

Photometric Performance:

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

Observation Angle	Entrance Angle	Fluorescent Orange
0.1°	-4°	350
	30°	120
0.2°	-4°	200
	30°	85
0.5°	-4°	90
	30°	50

Note: 0.1° Observation angle represents long highway viewing distances of about 275 Meters (900 ft.) and greater.

Colors & Specification Limits (Daytime):

W-7514 Fluorescent Orange sheeting will meet the color specifications below when tested as noted.*

Color	1		2		3		4	
	x	y	x	y	x	y	x	y
Fluorescent Orange	0.583	0.416	0.535	0.400	0.595	0.351	0.645	0.355

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

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Daytime Luminance:*

Fluorescent Orange	Luminance (Y%)	
	Min	Max
New	25	---

* The color and fluorescence must be tested with equipment having proper geometry. For approved test methods and equipment, please contact Avery Dennison, Reflective Films Division, Optics Department.

Note: W-7514 sheeting will also meet the color and fluorescence requirements in the proposed FHWA Color Specifications of December, 1999. (23CFR pt655- Dec. 21, 1999) using the test equipment and procedure designated therein.

Other Specifications:

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

Physical Properties:

Outdoor Durability	Avery Dennison W-7514 has a 3 year durability when properly processed and applied.
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 W-7514 reflective sheeting.
Service Temperature Range	-40°F to 180°F (-40°C to 82°C)
Typical Film Caliper (w/adhesive)	15.5 to 16.5 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:	W-7514 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, 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).

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Approved screen printing inks:

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

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

Warranty:

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W-7514 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