

# Color with Character

Avery Dennison®  
Cut Vinyl Film

2020 Color Selector Guide



# Application accessories help you successfully install color with character.



## Accessory Tool Kit

Includes a selection of Avery Dennison tools packed in one gift box: tool belt, application gloves, cutter, blue felt edge squeegee, two magnets and a snitty knife.



## Application Tool Belt

Keep all of our tools in this waist belt, specially designed by professional applicators.



## White Squeegee

A white, low cost squeegee that is intended for light or single use applications. Most commonly used for applying sign cut letters.



## Silver Squeegee

A silver premium nylon squeegee ideal for fleet work. This high quality squeegee minimizes nicks. It can still be sharpened and will last for several jobs.



## Red Felt-Edge Squeegee (Soft)

A red, softer and more flexible squeegee with a felt edge that will not scratch or mar the surface of digital prints or specialty vinyl. Ideal for 3D applications, deep corrugations and curved applications like pillars and car bumpers.



## Blue Felt-Edge Squeegee (Medium)

A blue nylon reinforced squeegee with a black felt edge that will not scratch or mar the surface of digital prints or specialty vinyl. The perfect tool for flat or lightly curved surfaces.



## White Felt-Edge Squeegee (Stiff)

A Teflon® squeegee for smooth non-stick applications where the edge of the squeegee does not heat up or create drag. The soft felt edge can be wet in order to avoid scratching vinyls.



## Flextreme Micro Squeegee Kit

A set of two micro-squeegees specifically designed for vinyl graphics applications featuring very tight, compressed corrugations and other narrow substrate indentations.



## Super Strong Apply Magnets (2 pack)

Magnets are a great aid to holding and positioning graphics on a substrate. Strong magnetic pull can replace application tape.



## Application Glove

A soft, seamless, cotton, application glove with anti-static properties and excellent friction resistance help smooth graphics over the application surface and into curves and recesses.



## Air Release Pen

Sharp retractable air release pen in a handy pen design. Ideal for releasing trapped air and eliminating bubbles during application.



## Snitty Knife

Snitty vinyl cutter is a mini-slitting tool. Handy for cutting self-adhesive material.



## Plastic Breakaway Knife

Plastic applicator knife designed for graphic application. Holds 30° angled breakaway blade for accurate cutting.



## Metal Breakaway Knife

A strong, durable metal casing, holding 30° angled breakaway blade for accurate cutting.

To purchase application accessories, contact your local distributor.

## VisiFlex™ V8000™ Series Prismatic Reflective Vinyl



White  
#101



Blue  
#650



Green  
#750



Red  
#450



Fluorescent  
Yellow-Green  
#250



Fluorescent  
Orange  
#350

## V2000™ Beaded Reflective Film



White  
#101



Yellow  
#250



Blue  
#650



Green  
#750



Red  
#450

## V4000™ Premium Beaded Reflective Film



White  
#101



Black  
#190



Blue  
#650



Red  
#450



Yellow  
#250



Orange  
#350

## V5720 DOT Certified Reflective Conspicuity Tape



11" Red /  
7" White  
V5720-5-R  
V5720-10-R



6" Red /  
6" White  
V5720-5-R  
V5720-10-R

# High Visibility Reflective Films

## VisiFlex™ V8000™ Series

Striking and bold reflectivity for flat surfaces and moderate curves, 8x more reflective than beaded reflective films. Ideal for fleet applications and vehicle graphics.

<b>Common Applications</b>	Fleet Vehicle
<b>Liner</b>	PERM/90#
<b>Durability</b>	7-Years for white and colors and 3-Years for fluorescent colors

## V4000™ Beaded Reflective Film

Outstanding beaded reflective film for simple to moderate curves; ideal for commercial and emergency fleet applications. V4000 white film is digitally printable.

<b>Common Applications</b>	— Fleet — Vehicle
<b>Liner</b>	PERM/90# and LTR/EZRS
<b>Durability</b>	7-Years

## V2000™ Beaded Reflective Film

Cost-effective, engineering grade beaded reflective film for flat surfaces.

<b>Common Application</b>	Signage
<b>Liner</b>	PERM/90#
<b>Durability</b>	3-Years

## V5720 DOT Certified Reflective Conspicuity Tape

DOT Certified reflective conspicuity tapes are designed for night-time vehicle recognition and increased road safety.

<b>Common Applications</b>	Fleet Vehicles
<b>Durability 11" / 7"</b>	5-Years V5720-5-R Perm CT 11 Red / 7 White 10-Years V5720-10-R Perm CT 11 Red / 7 White
<b>Durability 6" / 6"</b>	5-Years V5720-5-R Perm CT 6 Red / 6 White 10-Years V5720-10-R Perm CT 6 Red / 6 White

## Specialty Films

### Window Films



Etchmark  
SC900-861-W



Frosted  
Sparkle  
SC900-862-W

### Surface Protection Films



SF1000

SAMPLES  
AVAILABLE UPON  
REQUEST

### SF100 Paint Mask Films



White  
Paint Mask  
SF100-128-S

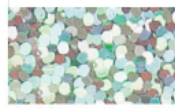


Yellow  
Paint Mask  
SF100-231-S



High Bake  
Yellow  
Paint Mask  
SF100-235-S

### SF100 Special Effect Films



Confetti  
SF100-839-S



Kaleidoscope  
SF100-847-S



Glow-in  
-the-Dark  
SF100-120-S

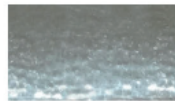
### SF100 Silver Films



Silver Leaf  
SF100-863-S  
5863S



Brushed  
Chrome  
SF100-840-S



Chrome Mirror  
SF100-846-S

### SF100 Fluorescent Films



Yellow  
Fluorescent  
#229



Orange  
Fluorescent  
#330



Red  
Fluorescent  
#431



Magenta  
Fluorescent  
#534

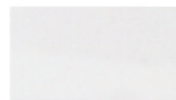


Blue  
Fluorescent  
#631

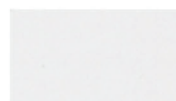


Green  
Fluorescent  
#735

### SF100 Polyester Films



Clear  
#103

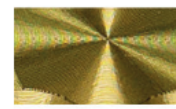


Ultra Clear  
#103 PET

### SF100 Gold Films



Gold Leaf  
#264



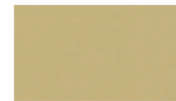
Engine  
Turn Gold  
#259



Brushed Gold  
#242



Double Gold  
#247



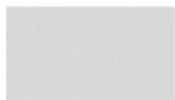
Gold Mirror  
#248

## SF100 Specialty Films

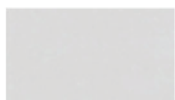
Premium specialty film for a wide range of applications including windows, walls and special effects.

## Calendered Opaque Films

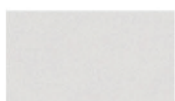
### PC500



Clear  
#103



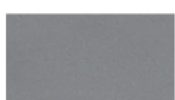
White  
#101



White -  
ReadyCal  
#102



Black  
#190



Silver  
#801



Stone  
Yellow  
#209



Canary  
Yellow  
#220



Apricot  
#355



Pizazz  
Orange  
#359



Cherry  
Red  
#420



Cardinal  
Red  
#430



Tropical  
Pink  
#512



Azure  
Blue  
#662



Royal  
Blue  
#683



Mariner  
Blue  
#689



Lime  
#759



Mountain  
Green  
#774



Forest  
Green  
#785

## PC500 Promotional Film

Cost-effective, intermediate high-gloss film for flat signage applications. Up to 60" width roll sizes are available for select colors.

Common Applications	Promotional Signage POP Displays
Adhesive	Permanent
Liner	Kraft
Durability	4-Years except #102 & #801: 2-Years







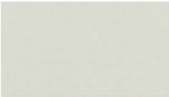


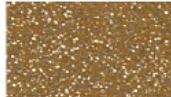

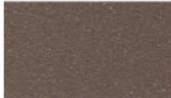

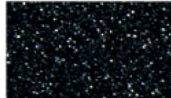

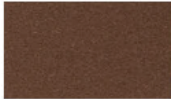

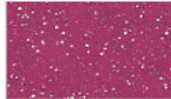



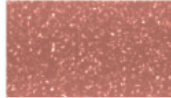
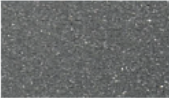
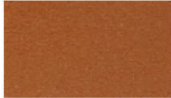

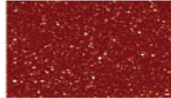








## Opaque and Metallic Films

### HP750 + SC950 Opaque Films

	Clear #103		Yellow #235		Red #440		Violet #513
	Matte Clear #104		Sunflower Yellow #240		Fire Red #445		Purple #565
	White #101		Dark Yellow #250		Cardinal Red #430		Dark Blue #695
	Matte White #102		Imitation Gold #253		Dark Red #450		Light Navy #690
	True White #105		Apricot #355		Spectra Red #460		Impulse Blue #687
	Cover White #108		Orange #360		Burgundy #470		Sapphire Blue #680
	Matte Black #180		Construction Orange #362		Burgundy Maroon #480		Royal Blue #683
	Gloss Black #190		Bright Orange #380		Magenta #530		Reflex Blue #679
	Bright Yellow #206		Tangerine #315		Blush #519		Egyptian Blue #628
	Primrose Yellow #210		Hibiscus Red #405		Blossom #515		Byzantine Blue #659
	Canary Yellow #220		Real Red #417		Soft Pink #508		French Blue #626
	Rubber Duckie #225		Luminous Red #418		Lavender #575		Butterfly Blue #652
	Medium Yellow #230		Tomato Red #425		Berry #670		Shade Blue #620

	Majestic Blue #625		Dark Teal #730		Deep Green #790		Light Gray #810
	Interstate Blue #675		Teal #720		Dark Green #793		Palm Oyster #820
	Vivid Blue #670		Real Teal #715		Olive Green #765		Light Ash Gray #825
	Intense Blue #665		Dark Aqua #705		Beige #920		Slate Gray #830
	Ocean Blue #678		Kelly Green #770		Almond #910		Medium Gray #835
	Medium Blue #655		Parakeet Green #726		Dark Beige #921		Pewter #804
	Olympic Blue #630		Yellow Green #780		Sandstone #965		Silver #817
	Impact Blue #682		Apple Green #760		Buckskin #970		Dark Gray #855
	Cascade Blue #642		Citrus Green #734		Gold #215		Battleship Gray #870
	Light Blue #640		Grow Green #772		Cocoa #978	Please visit <a href="http://graphics.averydennison.com/cutvinylfilms">graphics.averydennison.com/cutvinylfilms</a> for SC900 / SC950 and HP700 / HP750 product reference guides. Custom color matching available with SC950 films.	
	Powder Blue #650		Bright Green #775		Chocolate Brown #990		
	Peacock Blue #645		Green #778		Dark Brown #983		
	Nautical Blue #635		Forest Green #785		Terracotta #960		

## SC950 Supercast Metallic Films

	White Sparkle Metallic #160		Dark Charcoal Metallic #809		Autumn Maple Metallic #455		Ultra Silver Metallic #877
	White Pearlescent Metallic #109		Champagne Mist Metallic #207		Hunter Green Metallic #779		Ultra Gold Metallic #219
	Black Metallic #192		Light Briar Brown Metallic #923		Mist Blue Metallic #641		Ultra Black Metallic #195
	Light Silver #869		Antique Bronze Metallic #928		Bright Blue Metallic #646		Ultra Rose Quartz Metallic #585
	Silver Metallic #801		Bronze Metallic #930		Electric Blue Metallic #647		Rose Gold Metallic #211
	Pewter Metallic #815		Copper Metallic #932		Royal Blue Metallic #683		Ultra Red Metallic #481
	Gunmetal Metallic #806		Light Gold Metallic #217		Dark Royal Blue Metallic #653	Please visit <a href="http://graphics.averydennison.com/cutvinylfilms">graphics.averydennison.com/cutvinylfilms</a> for SC900 / SC950 and HP700 / HP750 legacy product reference guides.	
	Charcoal Metallic #805		Bright Gold Metallic #213		Grand Blue Metallic #651		
	Medium Charcoal Metallic #808		Red Metallic #441		Ultra Blue Metallic #688		

## Opaque and Metallic Films

### HP750 High-Performance and SC950 Supercast Cut Vinyl Films

HP750 and SC950 Cut Vinyl Films share a consistent color palette of 100 memorable colors. This shared palette delivers improved range of film use and job productivity, enabling the exact combination of films to meet the demands of today's brands.

#### HP750 High-Performance Opaque Films

Bold color: ideal for flat surfaces. Features a new, advanced acrylic adhesive for best-in-class weeding and longer shelf life.

#### SC950 Supercast Opaque and Supercast Metallic Films

Bold, high-gloss color and dramatic metallic effects conform to flat, simple and complex curved surfaces.

<b>Common Applications</b>	Signage Crafting
<b>Adhesive</b>	Patented Advanced Acrylic (PAAAT) Best-in-class weeding
<b>Liner</b>	Kraft
<b>Durability</b>	Colors, Black and White 6-Years Clear 103 and Matte Clear 104 2-Years

<b>Common Applications</b>	Signage Fleet Vehicles / Transit
<b>Adhesive</b>	Permanent Industry leading weeding
<b>Liner</b>	Kraft
<b>Durability</b>	Black, White, Clear 10-Years Colors 8-Years; Metallics 5-Years Metallics 291 and 801 3-Years

## Translucent Films

### UC900 Translucent Films

	White #701		Vivid Red #434		Deep Sea Blue #684		Holly Green #792
	Onyx #181		Red #440		Cobalt Blue #686		Vivid Gold #254
	Dark Roast #198		Wine red 188 C #468		Ultramarine Blue #685		Fog Grey #811
	Sunshine Yellow #216		Burgundy #470		Twilight Blue #691		Cement Grey #837
	Yellow Jacket #214		Fuchsia #516		Real Blue #692		Light Silver #869
	Marigold #243		Plum #546		Neptune Blue #693	<h3>UC900-S Light Control Films</h3>	
	Goldfish Orange #361		Bright Purple #560		Bright Teal #619		
	Orange #360		Pearl Blue #602		Amazonite Teal #722		
	Red Orange #421		Cornflower Blue #603		Bright Green #726		
	Coral Red #408		French Blue #626		Citrus Green #734		
	Light Tomato Red #424		Capri Blue #661		Palm Green #762		
	Imperial Red #427		Island Blue #668		Safari Green #783		White 30% Diffuser #147
							White 60% Diffuser #148
							White Blockout #151
							Black Blockout #152

## UC900 Ultimate Cast Translucent and Light Control Films

Colorful translucent and light control films are ideal for backlit signage with flat, simple and complex curves.

<b>Common Application</b>	Backlit Signage
<b>Adhesive</b>	Permanent
<b>Liner</b>	Clear Polyester
<b>Durability</b>	7-Years 101, 181, 198, 811 and 837 9-Years 516, 560 and Light Control 6-Years 869 3-Years



## PR800 Translucent Films

	White #101		Bright Blue #646
	Black #190		Sultan Blue #672
	Primrose Yellow #210		Ultra Marine Blue #674
	Sunflower Yellow #240		Royal Blue #683
	Pumpkin Orange #363		Green Yellow #761
	Cardinal Red #430		Medium Green #781
	Red #440		Bottle Green #782
			Bruin Brown #996

## PR800 Premium Translucent Films

Intermediate translucent vinyl films  
for backlit signage with flat and  
simple curves.

<b>Common Application</b>	Backlit Signage
<b>Adhesive</b>	Permanent
<b>Liner</b>	Kraft
<b>Durability</b>	6-Years

# Avery Dennison Cut Vinyl Graphic Films Capture Color with Character

The unique character of today's brands come to life with Avery Dennison high-performance, pressure-sensitive cut vinyl graphic films. Engineered for use with digital, screen print and sign cut applications—such as vehicle, building graphics, marine and fleet graphics, architecture and advertising—our comprehensive line of products are designed to meet every application need.

Avery Dennison is constantly innovating to make graphics more exciting, noticeable and easy to install. Decades of know-how and the latest technologies—Easy Apply™ and Hi-Tack adhesive—allow us to help our customers consistently transform ideas into impactful messages.

For more information on Avery Dennison products and services visit [graphics.averydennison.com/cutvinylfilms](https://graphics.averydennison.com/cutvinylfilms) or call your sales representative or contact Customer Service at 800.282.8379, [materials.orders@averydennison.com](mailto:materials.orders@averydennison.com).

**These innovative and flexible films are offered in a range of sizes and colors, and offer best-in-class quality, along with:**

- Easy installation and removal
- Superior depth of image color, gloss and smoothness
- Avery Dennison technical excellence and responsive customer service

For performance and warranty details, please reference the product data sheets.  
For information on product sizes, technical details and where to buy, visit [graphics.averydennison.com](https://graphics.averydennison.com)

All statements, technical information and recommendations about Avery Dennison products are based upon tests and information believed to be reliable but do not constitute a guarantee or warranty of any kind. All Avery Dennison products are sold with the understanding that Purchaser has independently determined the suitability of such products for its intended and other purposes.

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