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AVERY DENNISON

CARTAS DE COLOR

- 450 General Signage
- Cut Vynil Film
- Supreme Wrapping Film

2023

Avery Dennison® 450 General Signage

Colour Card

AVERY DENNISON

Avery Dennison® 450 General Signage Films

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Your Avery Dennison® Graphics Material Distributor is

TOTAL QUALITY MANAGEMENT ISO 9001 ISO 14001 TQM 9000

AVERY DENNISON

Printed in China - 2019-11 - 450 General Signage Films

Avery Dennison® 450 General Signage Films

Avery Dennison® 450 Gloss Films

450-01G
White

450-37G
Light Blue

450-02G
Black

450-21G
Intense Blue

450-53G
Dark Red

450-39G
Reflex Blue

450-03G
Red

450-28G
Vivid Blue

450-11G
Cherry Red

450-55G
Dark Blue

450-14G
Poppy Red

450-22G
Violet

450-09G
Orange

450-08G
Grey

450-52G
Sunflower Yellow

450-46G
Silver

450-04G
Primrose Yellow

450-47G
Gold

450-51G
Light Yellow

450-54G
Lime Green

450-06G
Cactus Green

450-33G
Forest Green

Avery Dennison® 450 Matt Films

450-01M
White

450-37M
Light Blue

450-02M
Black

450-21M
Intense Blue

450-53M
Dark Red

450-39M
Reflex Blue

450-03M
Red

450-28M
Vivid Blue

450-11M
Cherry Red

450-55M
Dark Blue

450-14M
Poppy Red

450-22M
Violet

450-09M
Orange

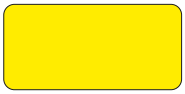
450-08M
Grey

450-52M
Sunflower Yellow

450-46M
Silver

450-04M
Primrose Yellow

450-47M
Gold


450-51M
Light Yellow

450-54M
Lime Green

450-06M
Cactus Green

450-33M
Forest Green

Avery Dennison® 450 General Signage Films

For day to day use, this promotional grade monomeric calendered signcutting film range is ideal for exhibition displays, billboards, window graphics, point of purchase and promotional displays. Value for money is coupled with excellent performance and a concise but vibrant color range.

- Easy cutting and weeding
- Checked liner imprint facilitates both conversion and application
- Excellent outdoor performance
- Versatile permanent adhesive suitable for almost any substrate
- Conversion via flat bed/friction fed cutters, die cutting and screen printing
- 22 standard colours in both matt and gloss finish
- Matt range is suitable for both opaque and backlit applications

Colours
22 gloss colours +
22 matt colours

Caliper
75 micron

Adhesive
permanent,
acrylic based

Face Film
monomeric
calendered
vinyl

Backing Paper
one side coated
white kraft paper,
130 g/m²

Durability
up to 3 years
(Asia Pacific)*

Special Features
checked liner
imprint

* Refer to product data bulletin for specific durabilities relating to colour and geographic location.

Avery Dennison Graphics Solutions and all other Avery Dennison brands are trademarks of the Avery Dennison Corporation

Color with Character

Avery Dennison® Cut Vinyl Film

2018 Color Selector Guide

AVERY DENNISON

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

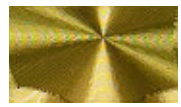
- Yellow Fluorescent #229
- Orange Fluorescent #330
- Red Fluorescent #431
- Magenta Fluorescent #534
- Blue Fluorescent #631
- Green Fluorescent #735

SF100 Polyester Films

- Clear #103
- Ultra Clear #103 PET

SF100 Gold Films

- Gold Leaf #264



- Engine Turn Gold #259
- Brushed Gold #292
- 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.

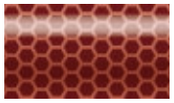
Common Applications	— Promotional Signage — POP Displays
Adhesive	Permanent
Liner	Kraft
Durability	4-Years except #102 and #801: 2-Years

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

New! 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.

Common Applications	— Fleet — Vehicle
Liner	PERM/90#
Durability	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.

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

V2000™ Beaded Reflective Film

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

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

V5720 DOT Certified Reflective Conspicuity Tape

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

Common Applications	— Fleet — Vehicles
Durability 11” / 7”	5-Years V5720-5-R Perm CT 11 Red / 7 White 10-Years V5720-10-R Perm CT 11 Red / 7 White
Durability 6” / 6”	5-Years V5720-5-R Perm CT 6 Red / 6 White 10-Years V5720-10-R Perm CT 6 Red / 6 White

Application accessories help you successfully install color and character.

Accessory Kit

Accessory Tool Kit includes a selection of Avery Dennison Tools packed in one gift box; tool belt, application gloves, cutter, blue felt-edge squeegee, 2 magnets and snitty knife.

Application Tool Belt

Tool belt keeps all your tools in this specially-designed waist belt. Designed by professional applicators.

White Squeegee

A white, low cost squeegee that is intended for light or single use applications. Nick easily. Gets one or two uses and are usually thrown away. The most common area of use for these is applying sign cut letters. Great giveaways.

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-squeegee specifically designed for vinyl graphics applications featuring very tight, compressed corrugations and other narrow substrate indentations.

Super Strong Apply Magnets - 2 pk

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

Application Glove (1 glove only)

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 pin 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.

Opaque and Metallic Films

HP750 + SC950 Opaque Films

- Clear #103
- Matte Clear #104
- White #101
- Matte White #102
- True White #105
- Cover White #108
- Matte Black #180
- Gloss Black #190
- Process Yellow C #206
- Primrose Yellow #210
- Canary Yellow #220
- Rubber Duckie #225
- Medium Yellow #230
- Yellow #235
- Sunflower Yellow #240
- Dark Yellow #250
- Imitation Gold #253
- Apricot #355
- Orange #360
- Pantone® 021 C #362
- Bright Orange #380
- Tangerine #315
- Pantone® 1797 C #405
- Real Red #417
- Luminous Red #418
- Tomato Red #425
- Red #440
- Fire Red #445
- Cardinal Red #430
- Dark Red #450
- Spectra Red #460
- Burgundy #470
- Burgundy Maroon #480
- Magenta #530
- Blush #519
- Blossom #515
- Soft Pink #508
- Lavender #575
- Berry #570
- Pantone® Violet C #513
- Purple #565
- Dark Blue #695
- Light Navy #690
- Impulse Blue #687
- Sapphire Blue #680
- Royal Blue #683
- Pantone® Reflex Blue C #679
- Pantone® 286 C #628
- Pantone® 293 C #659
- Pantone® 285 C #626
- Butterfly Blue #652
- Shade Blue #620

- Majestic Blue #625
- Interstate Blue #675
- Vivid Blue #670
- Intense Blue #665
- Pantone® 300 C #678
- Medium Blue #655
- Olympic Blue #630
- Pantone® Process Blue C #682
- Cascade Blue #642
- Light Blue #640
- Powder Blue #650
- Peacock Blue #645
- Nautical Blue #635
- Dark Teal #730
- Teal #720
- Real Teal #715
- Dark Aqua #705
- Kelly Green #770
- Pantone® 354 C #726
- Yellow Green #780
- Apple Green #760
- Pantone® 375 C #734
- Grow Green #772
- Bright Green #775
- Green #778
- Forest Green #785
- Deep Green #790
- Dark Green #793
- Olive Green #765
- Beige #920
- Almond #910
- Dark Beige #921
- Sandstone #965
- Buckskin #970
- Gold #215
- Cocoa #978
- Chocolate Brown #990
- Dark Brown #983
- Terracotta #960
- Light Gray #810
- Palm Oyster #820
- Light Ash Gray #825
- Slate Gray #830
- Medium Gray #835
- Pewter #804
- Silver #817
- Dark Gray #855
- Battleship Gray #870

Please visit graphics.averydennison.com/cutvinylfilms for Pantone® color match and SC900 / SC950 and HP700 / HP750 product reference guides. Custom color matching available with SC950 films.

SC950 Supercast Metallic Films

White Sparkle Metallic #160
White Pearlescent Metallic #109
Black Metallic #192
Pantone® 877 C Silver Metallic #869
Silver Metallic #801
Pewter Metallic #815
Gunmetal Metallic #806
Charcoal Metallic #805
Medium Charcoal Metallic #808
Dark Charcoal Metallic #809
Champagne Mist Metallic #207
Light Briar Brown Metallic #923
Antique Bronze Metallic #928
Bronze Metallic #930
Copper Metallic #932
Light Gold Metallic #217
Bright Gold Metallic #213
Red Metallic #441
Autumn Maple Metallic #455
Hunter Green Metallic #779
Mist Blue Metallic #641
Bright Blue Metallic #646
Electric Blue Metallic #647
Royal Blue Metallic #683
Dark Royal Blue Metallic #653
Grand Blue Metallic #651
Ultra Blue Metallic #688
Ultra Silver Metallic #877
Ultra Gold Metallic #219
Ultra Black Metallic #195
Ultra Rose Quartz Metallic #585
Rose Gold Metallic #211
Ultra Red Metallic #481

Please visit graphics.averydennison.com/cutvinylfilms for Pantone® color match and SC900 / SC950 and HP700 / HP750 legacy product reference guides.

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.

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

SC950 Supercast Opaque and Supercast Metallic Films

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

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

Translucent Films

UC900 Translucent Films

- White #101
- Pantone® Process Black C #181
- Pantone® 412 C #198
- Pantone® 109 C #216
- Pantone® 116 C #214
- Pantone® 1235 C #243
- Pantone® 1655 C #361
- Orange #360
- Pantone® 485 C #421
- Pantone® 186 C #408
- Light Tomato Red #424
- Pantone® 200 C #427
- Vivid Red #434
- Red #440
- Pantone® 188 C #468
- Burgundy #470
- Pantone® 214 C #516
- Pantone® 2622 C #546
- Pantone® 266 C #560
- Pantone® 277 C #602
- Pantone® 279 C #603
- Pantone® 285 C #626
- Pantone® 3005 C #661
- Pantone® 2945 C #668
- Pantone® 288 C #684
- Cobalt Blue #686
- Pantone® 281 C #685
- Twilight Blue #691
- Real Blue #692
- Pantone® 2747 C #693
- Pantone® 321 C #619
- Pantone® 322 C #722
- Pantone® 354 C #726
- Pantone® 375 C #734
- Pantone® 355 C #762
- Pantone® 349 C #783
- Holly Green #792
- Vivid Gold #254
- Pantone® 427 C #811
- Pantone® 430 C #837
- Pantone® 877 C #869

UC900-S Light Control Films

- 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.

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

PR800 Translucent Films

PR800 Premium Translucent Films

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

Common Application	Backlit Signage
Adhesive	Permanent
Liner	Kraft
Durability	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 or call your sales representative or contact Customer Service at **800.282.8379**, 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

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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AVERY DENNISON | Graphics Solutions

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S92131 10/18

2021
Color Selector
Guide

Avery Dennison®

Supreme Wrapping™ Film

AVERY DENNISON

Gloss

- Burgundy SW 900-475-O
- Carmine Red SW 900-436-O
- Cardinal Red SW 900-433-O
- Red SW 900-415-O
- Soft Red SW 900-427-O
- Orange SW 900-373-O
- Dark Yellow SW 900-249-O
- Yellow SW 900-235-O
- Ambulance Yellow SW 900-236-O
- Light Pistachio SW 900-728-O
- Lime Green SW 900-731-O
- Dark Green SW 900-792-O
- Sea Breeze Blue SW 900-648-O
- Aqua Blue SW 900-636-O
- Cloudy Blue SW 900-656-O
- Smoky Blue SW 900-612-O
- Light Blue SW 900-632-O
- Intense Blue SW 900-667-O
- Blue SW 900-677-O
- Dark Blue SW 900-681-O
- Indigo Blue SW 900-699-O
- White SW 900-101-O
- Grey SW 900-832-O
- Dark Grey SW 900-865-O
- Rock Grey SW 900-821-O
- Black SW 900-190-O
- Obsidian Black SW 900-191-O

Gloss Metallic

- Spark SW 900-419-M
- Sand Sparkle SW 900-255-M
- Gold SW 900-215-M
- Radioactive SW 900-762-M
- Bright Blue SW 900-646-M
- Dark Blue SW 900-653-M
- Magnetic Burst SW 900-679-M
- **New** Mysterious Indigo SW 900-700-M
- Silver SW 900-803-M
- Quick Silver SW 900-816-M
- Grey SW 900-807-M
- **New** Pride Prismatic Grey SW 900-879-M
- Brown SW 900-929-M
- Eclipse SW 900-199-M
- Black SW 900-192-M
- **New** Mystery Black SW 900-184-M

Satin

- Carmine Red SW 900-438-O
- Yellow SW 900-224-O
- Khaki Green SW 900-712-O
- Light Blue SW 900-633-O
- Dark Blue SW 900-682-O
- Bubblegum Pink SW 900-514-O
- White SW 900-116-O
- Grey SW 900-833-O
- Dark Grey SW 900-854-M
- Black SW 900-197-O

Satin Metallic

- Metallic Purple SW 900-566-M
- Silver Metallic SW 900-805-M
- Black Rock Gray SW 900-823-M
- Safari Gold SW 900-260-S
- Dark Basalt SW 900-871-M

Supreme Wrapping™ Film

Combining performance, versatility and convenience, these multi-layered films incorporate color and clear protective layers. They provide a smooth, attention grabbing finish that's both durable and dazzling.

Film Type	Cast vinyl
Adhesive	Long-term removable
Liner	Easy Apply RS™
Conformability	Compound curves & deep recesses

Matte

Orange
SW 900-321-O

Khaki Green
SW 900-711-O

Olive Green
SW 900-732-O

Dark Grey
SW 900-856-O

Black
SW 900-180-O

White
SW 900-102-O

Matte Metallic

Garnet Red
SW 900-472-M

Moss Green
SW 900-737-M

Apple Green
SW 900-745-M

Frosty Blue
SW 900-643-M

Blue
SW 900-615-M

Night Blue
SW 900-623-M

Purple
SW 900-565-M

Pink
SW 900-520-M

Silver
SW 900-857-M

Anthracite
SW 900-858-M

Charcoal
SW 900-845-M

Diamond

Diamond Red
SW 900-426-D

Diamond Amber
SW 900-221-D

Diamond Purple
SW 900-587-D

Diamond Blue
SW 900-676-D

Diamond White
SW 900-161-D

Diamond Silver
SW 900-878-D

Special Effects

Passion Red
SW 900-448-S

Fun Purple
SW 900-568-S

Stunning Orange
SW 900-316-S

Energetic Yellow
SW 900-261-S

Hope Green
SW 900-767-S

Cool Teal
SW 900-716-S

Wave Blue
SW 900-629-S

Extreme Texture

Brushed Bronze
SW 900-933-X

Brushed Aluminum
SW 900-812-X

Brushed Titanium
SW 900-802-X

Brushed Steel
SW 900-813-X

Brushed Black
SW 900-193-X

Carbon Fiber White
SW 900-115-X

Carbon Fiber Black
SW 900-194-X

Rugged Onyx Black
SW 900-182-X

Rugged Combat Green
SW 900-718-X

Rugged Marsh Green
SW 900-738-X

Rugged Bedrock Grey
SW 900-824-X

ColorFlow™

Fresh Spring Gold/Silver
SW 900-252-S

Rising Sun Red/Gold
SW 900-447-S

Roaring Thunder Blue/Red
SW 900-552-S

Rushing Riptide Cyan/Purple
SW 900-674-S

Urban Jungle Silver/Green
SW 900-787-S

Lightning Ridge Green/Purple
SW 900-611-S

New Hidden Forest
SW 900-789-M

ColorFlow colors are available in Gloss and Satin finish.

Pearl

White Pearl
SW 900-117-S

Light Green
SW 900-777-S

Dark Green
SW 900-796-S

White
SW 900-109-S

Conform Chrome

Red
SF 100-474-S

Gold
SF 100-604-S

Blue
SF 100-256-S

Silver
SF 100-843-S

Black
SF 100-196-S

Rose Gold
SF 100-211-S

Violet
SF 100-510-S

Matte Silver
SF 100-844-S

Conform Chrome films are ideal for creating special accents and custom finishes.

For details on product durability, please reference the appropriate Product Data Sheet at **graphics.averydennison.com**

For information on product sizes, technical details and where to buy, visit **graphics.averydennison.com**

Avery Dennison Supreme Wrapping™ Film

Features:

- Outstanding durability and performance
- Conformable around curves and recesses
- Provides colored film and protective layer in one-piece construction
- Nearly 100 finish and color combinations
- Patented Easy Apply RS™ technology

Benefits:

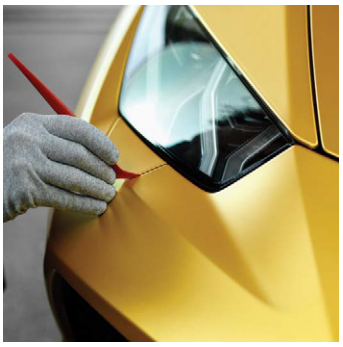
- More design options
- Apply with one piece of material – fewer seams
- Faster installation, higher quality results
- Excellent long-term removability
- Available in 60” roll sizes (Gloss, all Matte, all Metallic, Pearl, Satin & Carbon Fiber) and 53” roll sizes (Conform Chrome)

Caring for your vehicle wrap

Keep Supreme Wrapping Film in peak condition. Care products include a cleaner, power cleaner and sealant formulated to maintain and protect your vehicle wrap.

Color that brings ideas to life

For more information on Avery Dennison products and services, contact your sales representative or call Customer Service at 800.282.8379. Visit us online at **graphics.averydennison.com**.



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