

TECHNICAL INFORMATION

Avery Dennison[®] 7500 Protection Films 7541 Exterior Protection Film

Introduction

Avery Dennison 7541 Exterior Protection Film is a general purpose film for protection of vulnerable surfaces such as car paint. The film can be applied to critical areas on the vehicle exterior, protecting paint damage from stones, scratches, insects, liquids, heavy use and much more.

Description

Facefilm: 150 micron, specially modified vinyl film
Adhesive: permanent, UV resistant, acrylic based
Backing paper: one side coated bleached kraft paper, 140 g/m²

Conversion

- manual cutting
- computer cutting plotters
- die cutting

Features

- Good protection characteristics.
- High transparency.
- Excellent durability up to 5 years
- Excellent adhesion to car paints.
- Allows application to slightly curved car exterior parts

Recommendations for use

- Protection against a variety of potential damages of car exteriors.
- Avery Dennison 7541 should not be applied at areas where it can be exposed to (prolonged) dripping or immersion to gasoline, diesel oils etc.
- Avery Dennison 7541 should not be applied to horizontal car parts.
- See TB 3.20 for the application instructions

Physical properties

Features	Test method ¹	Results
Caliper, facefilm	ISO 534	150 micron
Gloss:	ISO 2813, 20°	55 %
Dimensional stability	DIN 30646	0,3 mm max.
Adhesion, initial	FINAT FTM-1, stainless steel	500 N/m
Adhesion, ultimate	FINAT FTM-1, stainless steel	720 N/m
Flammability		Selfextinguishing
Shelf life	Stored at 22° C/50-55 % RH	2 years
Durability ²	Vertical exposure	5 years

Temperature range

Features	Results
Minimum application temperature:	10° C
Temperature range:	- 40° to +110° C

Chemical properties

Features	Test method ¹	Results
Humidity resistance	20 hours exposure	No effect
Corrosion resistance	120 hours exposure	No contribution to corrosion
Chemical resistance	Mild acids	No effect
	Mild alkalis	No effect
Solvent resistance	Applied to aluminium: Antifreeze, 4 hours immersion	No effect
Cleaning	Film withstands cleaning with hot water high pressure cleaning equipment.	

Important

Information on physical and chemical characteristics is based upon tests we believe to be reliable. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of this material to their specific use.
All technical data are subject to change.

Warranty

All Avery Dennison statements, technical information and recommendations are based on 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.
All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>

1) Test methods

More information about our test methods can be found on our website.

2) Durability

The durability is based on middle European exposure conditions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing south; in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased.