



# THE FINISHING TOUCH



## New Avery Dennison® MPI 2600 Wall Film series

Quick, customisable and creative wall decoration

The new Digital Wall Film portfolio from Avery Dennison gives design flexibility for even the most ambitious indoor applications – with new, three dimensional textures, rapid application and reliable print performance.

Access a whole new spectrum of creative possibilities, including printable films with pure canvas, crushed stone and natural stucco textures. A choice of adhesives supports the creation of unique short and longer-term wall vinyl printed decoration in hospitality areas, retail areas, exhibitions and more. Films can be applied without the need for primer, and excellent opacity ensures that the underlying wall is completely concealed. Wall Film materials make transforming an indoor space easier and more visually rewarding than ever before.

### KEY FEATURES

- > Quick, easy and clean installation, with no primer needed
- > Customisable – digital printing with solvent, eco/mild solvent, latex and UV curable inks
- > More creative choices, with digitally printable MPI 2630 Textured Wall Films
- > Full cover-up, with excellent opacity using thicker films
- > Apply to many different surfaces – choice of hi-tack or removable adhesives
- > Suits most common print platforms: 1.372m & 1.524m widths
- > Fire certification available

### RECOMMENDED USES

- > Retail decoration & branding vinyl wall printed graphics
- > Hospitality and commercial space interiors
- > Exhibitions and retail promotional wall graphics
- > Other interior decoration applications





## MPI 2600 Series Products

Product	Face Film Finish	Face film thickness (my)	Adhesive	
MPI 2636	Textured	Canvas	152	Hi-Tack*
MPI 2631		Canvas	152	Removable
MPI 2636		Stone	203	Hi-Tack*
MPI 2631		Stone	203	Removable
MPI 2636		Stucco	152	Hi-Tack*
MPI 2631		Stucco	152	Removable
MPI 2611	Non-Textured	White Matte	152	Removable

## Common applications

Retail Decoration & Branding	Hospitality and Commercial area Decoration	Exhibitions & Retail Promotion
●	●	
●		●
●	●	
●		●
●	●	
●		●
●		●

\* Special permanent clear adhesive for a wide range of wall finishes and other indoor graphics, including low energy surfaces



Pure Canvas



Crushed Stone



Natural Stucco

### Avery Dennison New MPI 2630 Textured Wall Film

#### Key features

» Quick, easy and clean installation, with no primer needed. Removable (MPI 2631) adhesive available for short term solutions and permanent (MPI 2636) adhesive available for long term solutions or low energy substrates

» Customisable – digital printing with solvent, eco/mild solvent, latex and UV curable inks  
 » New interior design opportunities, and more creative choices, using digitally printable textured films

» Optimal opacity and ease of application due to thicker film



MPI 2611 Wall Film

## The three new textures join MPI 2611, our non-textured wall film with a matte finish

#### Key features

» Clean removability for up to one year with little or no adhesive residue, enabling short-term promotional campaigns  
 » Optimal opacity and ease of application using thicker film  
 » Able to print to the edge of the film with no white border required

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