

Avery Dennison
Graphics Solutions
Product Overview

Asia Pacific - ANZ
June 2023

New MPI 2924 Matte Easy Apply™

Sharpen your output



Sharpen your output with the new MPI 2924 Matte Easy Apply™

MPI 2924 Easy Apply™ is a matte calendared vinyl film with a perfect low glare finish, designed for vivid, high-quality printing. It features a permanent, grey, multi-purpose adhesive that provides extensive application coverage.

Sharper print performance

The MPI 2924 Easy Apply™ is an improved matte film with enhanced print performance and consistency, providing the ultimate intermediate digital print solution and crisp vibrant results every time.

Easy installation on any surface

Our versatile grey Easy Apply™ air-egress adhesive technology enables quick and simple application. This film is the perfect all-rounder solution with exceptional dimensional stability and fast wrinkle and entrapped air bubble removal.

Confidence across all outputs

Our upgraded overlaminates, bring enhanced UV ink compatibility, whilst improving both handling & finishing efficiency. It enables increased productivity and peace of mind for your output.



Common applications

- Outdoor signage and advertising
- Wall murals
- Indoor advertising
- Floor graphics
- Vehicle Graphics (Flat or simple curved surfaces)



Product information Digital Print Media

Product	Finish	Adhesive	Length	Width
MPI 2904	Gloss	Easy Apply™ Permanent Grey	45.7m	1.37m & 1.52m
*New MPI 2924	Matte	Easy Apply™ Permanent Grey	45.7m	1.37m & 1.52m

Overlamine Material

Product	Finish	Adhesive	Length	Width
DOL 2960	Gloss	Permanent Transparent	45.7m	1.37m & 1.52m
DOL 2980	Matte	Permanent Transparent	45.7m	1.37m & 1.52m

For more information, contact Avery Dennison customer service or your sales representative, or visit graphicsap.averydennison.com

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