

# Avery Dennison<sup>®</sup> Instructional Bulletin 1.3

## Durability of Avery Dennison Films

### Introduction

The expected durability of Avery Dennison films are defined as the expected performance life of the Avery Dennison graphic film(s) within the ANZ region in outdoor vertical exposure conditions. The durability communicated via Avery Dennison product data sheets is not defined as the period of time the film is warranted for, warranted periods for Avery Dennison films can be found in the corresponding ICS Performance Guarantee Bulletin.

### Expected Durability and Warranted Period Definitions

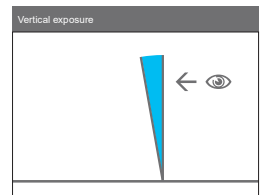
Expected durability is the expected period of time defined in the product data sheet, the product should, but is not warranted to, perform satisfactorily when applied in vertical exposure conditions as defined in Instructional Bulletin 1.30. The warranted period communicated via the ICS Performance Guarantee Bulletins, is the maximum period of time Avery Dennison will warrant the finished products performance in accordance with ICS Performance Guarantee Terms and Conditions 1.0, provided that the film is properly stored, converted and installed in accordance with Avery Dennison guidelines.

### Potential Durability Reductions

Actual performance life will depend on a variety of factors, including selection and preparation of the substrate, angle and direction of exposure, application methods, environmental conditions and cleaning and maintenance of the films. In case of films used in areas of high temperatures or humidity, in industrially polluted areas or other areas with air laden particulate matter, and/or in high altitudes, durability will be reduced from that stated in the appropriate Product Data Sheet, Instructional Bulletin and ICS Performance Guarantee Bulletin.

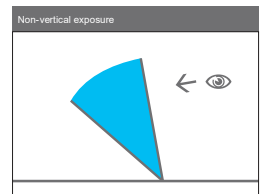
### Vertical Exposure

The face of the graphic is  $\pm 10^\circ$  from vertical. Vertical durability is as stated in appropriate Product Data Sheets, Instructional Bulletins and ICS Performance Guarantee Durability Bulletins.



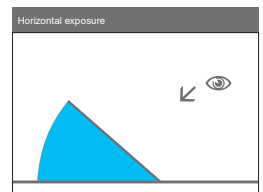
### Non-Vertical Exposure

The face of the finished graphic is greater than  $10^\circ$  from vertical and greater than  $45^\circ$  from horizontal. The reduction of durability for non-vertical applications would be 50% less than the stated durability in the appropriate Product Data Sheet, Instructional Bulletin and ICS Performance Guarantee Bulletin.



### Horizontal Exposure

The face of the finished graphic is  $45^\circ$  to  $90^\circ$  from vertical. Horizontal applications are not warranted and do not have any expectations of durability. The exposure of films in the horizontal position invalidates any performance expectations as stated in the appropriate Product Data Sheet, Instructional Bulletin and ICS Performance Guarantee Bulletin, unless otherwise stated. Films may retain legibility, but will not provide published Expected Durability for gloss, colour retention, chalking, dimensional stability and overall aesthetic performance.



### Zone System, Australia and New Zealand

Durability for regions located in Zone 2 may be stated in ICS Performance Guarantee Durability Bulletins and other warranty documents issued by Avery Dennison Australia and New Zealand. Therefore, films used in regions identified as Zone 3 will have a reduction of the stated durability by 40%. If the film were applied whereby a combination of non-vertical and Zone 3 exposure, the cumulative effect of the reduced exposures would apply. Therefore the non-vertical exposure in Zone 3 would be 70% less than the stated durability.

### Zone and Non-Vertical Reduction Examples Australia and New Zealand

Zone 1		Zone 2 (values as in this ICS Bulletin)		Zone 3	
Vertical	Non-vertical	Vertical	Non-vertical	Vertical	Non-vertical
100%	-50% of Zone 1 Vertical	-30% Zone 1 Vertical	-50% Zone 2 Vertical	-40% Zone 2 Vertical	-70% of Zone 2 Vertical
7	3.5	5	2.5	3	1.5
5	2.5	3.5	1.75	2	1
4	2	3	1.5	1.75	0.75
3	1.5	2	1	1	-

Durability in years

### Zone Chart Australia and New Zealand

Zone 1	Zone 2	Zone 3
Tasmania and New Zealand (South Island).	Adelaide, Albany, Brisbane, Canberra, Esperance, Melbourne, New Zealand (North Island), Perth, Sydney.	Alice Springs, Broken Hill, Broome, Cairns, Camarvon, Ceduna, Coffs Harbour, Cook, Darwin, Dubbo, Geraldton, Kalgoorlie, Mackay, Mount Isa, Newman, Port Augusta, Port Hedland, Telfer, Townsville.

All areas 100km North of line between Perth and Brisbane.

All locations (mentioned in zones 1, 2 and 3) when installed above altitudes of 1000 meters.

