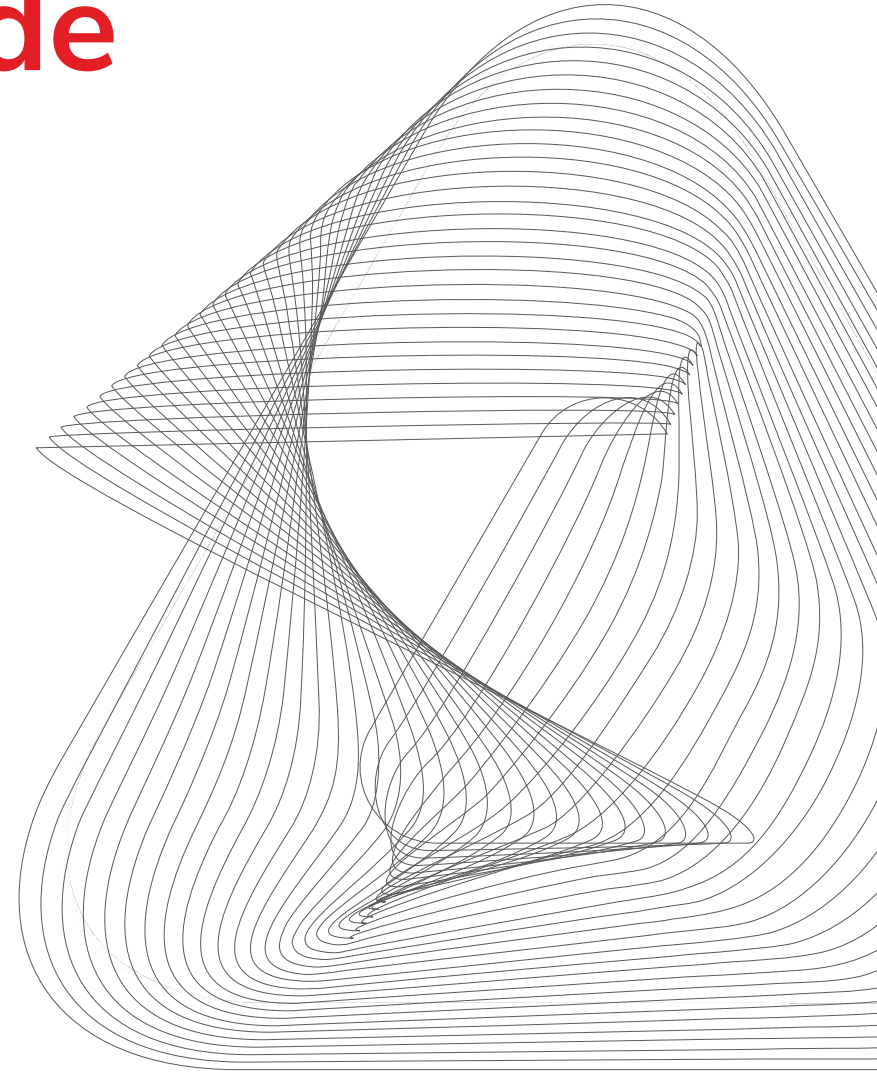


MPI 2005 EA RS Superslide Introduction

June 2023



MPI 2005 EA RS Superslide

Premium film with enhanced ease-of-use



Intermediate - MPI 2000 Series

Introduction

When you want digitally-printed, durable graphics that strike the right balance between performance and cost, the Avery Dennison® MPI™ Intermediate Films and their matching DOL overlaminates are ideal for applications lasting between 3 and 5 years.



MPI 2005 EA RS Superslide

Introduction

MPI 2005 EA RS Superslide is a high quality calendered film designed for use in fleet marking and architectural applications providing enhanced ease-of-use during application.

Avery Dennison's Easy Apply RS™ technology offers the benefit of reduced wrinkling and air entrapment inherent in the application of large graphics and in addition, the Easy Apply RS™ technology allows for easy positioning of the graphics



Benefits

Easy application

The combination of air egress technology and the RS technology makes for easy application and hence a quicker delivery of the final application

Clean removability

At the end-of-life stage, it's very easy to remove the film without leaving adhesive residue, once again saving valuable time



Benefits (cont.)

Durable film

Part of the ICS warranty program, this film offers up to 5 years durability (printed and overlaminated)

Safe to use

The product has a B-s1,d0 fire rating, making it very well suited for indoor applications.



MPI 2005 EA RS Superslide

Features & Benefits recap

- **Air egress technology**
→ helps to eliminate wrinkles and bubbles
- **RS technology**
→ slides smoothly for exact positioning and provides easy repositionability of graphics
- **Clean long-term removability**
→ easy removal at the end of life stage
- **Dimensional stable liner**
→ improving printer handling and converting time
- **Durable**
→ excellent value for projects requiring premium durability
- **Versatile media**
→ excellent printability on all platforms, ICC profiles and HP Latex certification available



Differences with existing MPI 2005 EA RS

| | MPI 2005 EA RS | MPI 2005 EA RS Superslide |
|------------------------------|----------------|-----------------------------------|
| Target Price | Higher | Lower |
| Initial tack | + | ++ |
| Printability | + | ++ (especially on (eco-) solvent) |
| Shrinkage | + | ++ (both on liner and applied) |
| Gloss level (unprinted film) | ++ | + |

- Broadly speaking, both products are comparable.
- Main difference: lower initial tack → Superslide
- Next to that: slightly better printability and shrinkage, slightly less glossy (unprinted film)
- **New version is comes at a lower price**

MarCom Campaign - Make the Switch!

Customers will be encouraged to make the switch for the MPI 2005 EA RS to the new Superslide version. To facilitate the comparison, we have created a special package that customers can request:

- 2x A4 of MPI 2005 EA RS and MPI 2005 EA RS Superslide
- Product Overview + TDS

This will be promoted on:

- Social media
- Launch e-mail
- Newsletter

Make the **switch.**

A special landing page will be created with a link to a Google Form, **but Sales colleagues are encouraged to pro-actively request this for their customers! → link to follow**

Product codes

| Description 1 | Description 2 | item code | Width [m] | Length [m] | Mfg Strategy | MOQ |
|--------------------------|-------------------|-----------|-----------|------------|--------------|-----|
| MPI 2005 EARS Superslide | Perm - Easy Apply | CK9750002 | 1.37 | 50 | STO | 1 |
| MPI 2005 EARS Superslide | Perm - Easy Apply | CK9800001 | 1.52 | 50 | STO | 1 |

Q

&

A

Thank you



**AVERY
DENNISON**