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 decoration. They are ideal for hospitality areas, retail areas, exhibitions and more. The thick face of the film provides opacity for full coverage of the wall and allows for easy application. Wall Film materials make transforming an indoor space easier and more visually rewarding than ever before.

KEY FEATURES
> Quick, easy and clean installation
> Customizable – digital printing with solvent, eco/mild solvent, latex and UV curable inks
> More creative choices with digitally printable textures
> Full cover-up, with excellent opacity due to thicker film
> Apply to many different surfaces – choice of permanent or removable adhesives
> Suits most common print platforms: 1.37m width
> Fire certification available

RECOMMENDED USES
> Retail decoration & branding vinyl wall printed graphics
> Interior short- to long-term decoration applications
> Hospitality and commercial space interiors
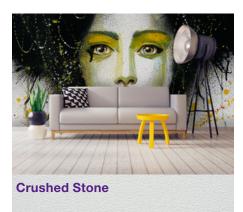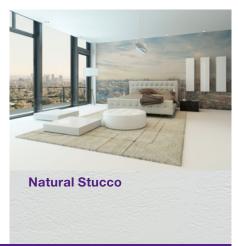> Exhibitions and retail promotional wall graphics

Pure Canvas

Crushed Stone

Natural Stucco

Avery Dennison Textured Wall Film

Key features

» Removeable (MPI 2631) adhesive available for short term solutions and permanent (MPI 2630) adhesive available for long term solutions or low energy surfaces

» New interior design opportunities using digitally printable textured films

» Reliable performance on different walls and other indoor graphics

» 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 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

AVERY DENNISON

Graphics Solutions

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