

# technical bulletin

Date: 02/04/2008

Re: Avery Dennison Horizontally Applied Warranty Alert

It has recently been brought to our attention that Avery Dennison has adjusted their position in regard to horizontally applied vinyl graphic materials.

According to an Instructional Bulletin dated 07/17/2007 (following pages), horizontal applications, such as Hood, Roof and Rear Lid areas are not warranted, recommended, and do not have any expectations of durability.

While we have reduced the amount of Avery Dennison automotive grade films utilized in our offerings, certain colors on our Standard Color Chart are only available in their product line. Colors affected by this adjustment have been marked accordingly.

Thus, please be advised that should a color be selected that is manufactured by Avery Dennison and it is used in a horizontal application, there is no warranty offered.

For further information, please review the information on the following pages as provided by Avery Dennison.

Vinyl product utilized in our line of graphics and decals are as follows (in order of most used product):

Oracal	<a href="http://www.oracal.com/">http://www.oracal.com/</a>
3M	<a href="http://solutions.3m.com/wps/portal/3M/en_US/Graphics/Scotchprint/">http://solutions.3m.com/wps/portal/3M/en_US/Graphics/Scotchprint/</a>
Avery Dennison	<a href="http://www.averygraphics.com">http://www.averygraphics.com</a>

We invite you to visit the websites shown to learn more about the materials used in the manufacture of our graphic and decal products.

For further information in regard to this Bulletin, please feel free to contact us.

Auto Trim DESIGN

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**autotrimdesign.com**

# Instructional Bulletin

Durability of Avery Dennison™ Films (Revision 2)  
Graphics Division North America  
Dated: 07/17/07

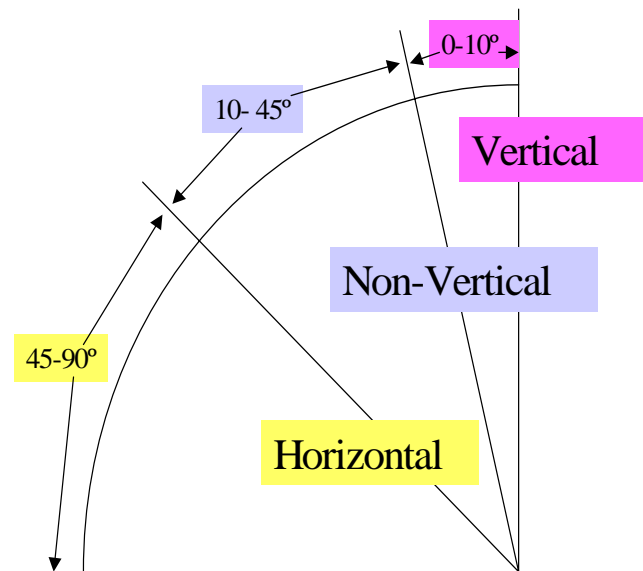
## 1.0 Scope

The durability of Avery Graphics films are defined as the expected performance of the films in vertical exposure conditions in non-desert locations. Specific durability expectation is available in the appropriate Product Data Bulletin.

## 2.0 Reduction of Durability Expectations

In the event of exposure in desert situations, or within areas considered high UV exposure, the durability will be reduced from the information provided in the appropriate Product Data Bulletins, and Instructional Bulletins. Based on the Zone Chart (shown on page 2) Durability in regions located in Zone 1 will perform in vertical applications as specified in the Product Data Bulletin. Materials used in regions identified in Zone 2 will have a reduction of the specified durability by 20%, and those used in Zone 3 regions will have a 60% reduction in durability.

Included in the reduction of durability expectations, would be non-vertical exposures. The definition of vertical exposure would be  $\pm 10^\circ$  of vertical; a non-vertical exposure in an application would be where a film is applied to a surface that is  $10-45^\circ$  from vertical. The reduction of durability for non-vertical applications would be 20% less than published durability for a specific product.



If a product is applied whereby a combination of non-vertical, and Zone 2 or 3 exposures is seen, the cumulative effect of the reduced exposures applies. Thereby the non-vertical reduction of 20% is calculated first, then the appropriate reduction of 20% or 60% is calculated based on Zone exposure from the new non-vertical reduction calculation.

## 3.0 Horizontal Applications

Horizontal applications are not warranted, recommended, and do not have any expectations of durability. The exposure of films in the horizontal position invalidates any performance expectations as outlined in appropriate Product Data Bulletins and Instructional Bulletins. Films may retain legibility, but will not provide published Expected Durability for gloss, color retention, chalking, and overall aesthetic performance.

Questions regarding the durability of a specific product should be directed to your Avery Dennison sales, marketing or technical representative. Additional information can also be obtained by contacting the Avery AnswerLine at 800-443-9380, or visit the Avery Graphics webpage [www.averygraphics.com](http://www.averygraphics.com).



# Instructional Bulletin

## 4.0 Zone Chart

<b>Zone 1</b>	<b>Zone 2</b>	<b>Zone 3</b>
Austria Belarus Belgium Bosnia & Herzegovina Denmark Ecuador Estonia Finland France Georgia Germany Hungary Iceland Italy Latvia Liechtenstein Lithuania Luxembourg Macedonia Monaco Netherlands, the Norway Poland Romania Russia Slovakia Slovenia Sweden Switzerland Ukraine United Kingdom United States of America* Uzbekistan Vatican City Yugoslavia  *except desert areas of the <b>States</b> mentioned in zone 2	Afghanistan Albania Algeria Andorra Angola <b>Arizona</b> Armenia Australia under the line Perth/Brisbane Azerbaijan Bahamas Bangladesh Barbados Belize Bhutan Bolivia Botswana Brazil Burkina Faso Burundi <b>California</b> Cambodia Cameroon Cape Verde Caribbean Isles Central African Rep. Chile China Colombia Congo Costa Rica Cyprus Dominica Dominican Republic East Timor El Salvador Equatorial Guinea Fiji <b>Florida (Southern)</b> Gabon	Gambia Ghana Greece Grenada Guatemala Guinea Guinea-Bissau Guyana Haiti Honduras India Indonesia Ivory Coast Jamaica Japan Kazakhstan Kenya Korea (South) Kyrgyzstan Laos Lesotho Liberia Madagascar Malaysia Maldives Mali Malta Mauritania Mauritius Micronesia Moldova Mozambique Myanmar (Birma) Namibia Nepal <b>Nevada</b> <b>New Mexico</b> New Zealand  Nicaragua Niger Nigeria Pakistan Panama Papua New Guinea Paraguay Peru Philippines Portugal <b>Puerto Rico</b> Rwanda Samoa San Marino Sao Tome & Principe Senegal Sierra Leone Singapore South Africa Southwest Texas Spain Sri Lanka Suriname Swaziland Taiwan Tanzania <b>Texas</b> Thailand Togo Trinidad & Tobago Turkey Turkmenistan Uganda Ukraine Uruguay <b>Utah</b> Venezuela Vietnam Zambia Zimbabwe

Refer to page 4 for United States map of Zone 1 and 2 coverage.



# Instructional Bulletin

## 5.0 United States Coverage

### 5.1 Zone 1

Zone 1 areas are indicated in green.

### 5.2 Zone 2 (20% durability reduction)

Zone 2 areas are indicated in yellow, *or any desert region*. Zone 2 states with counties include:

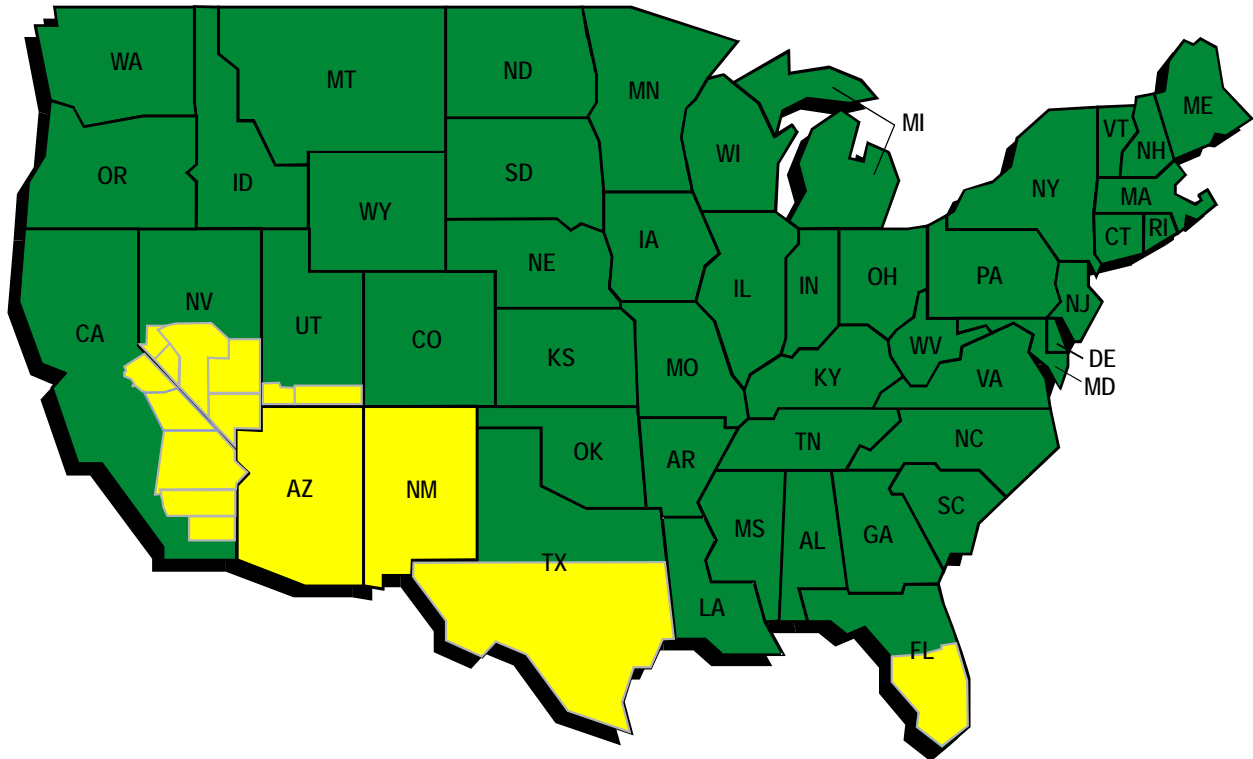
- Arizona (entire state)
- New Mexico (entire state)
- Utah
  - Washington
  - Kane
- California
  - Mono
  - Inyo
  - San Bernardino
  - Riverside
  - Imperial
- Nevada
  - Clark
  - Lincoln
  - Nye
  - Esmeralda
  - Mineral
- Texas
  - Anderson
  - Angeina
  - Aransas
  - Atascosa
  - Austin
  - Bandero
  - Bastrop
  - Bee
  - Bell
  - Bexar
  - Blanco
  - Bosque
  - Brazoria
  - Brazos
  - Brewster
  - Brooks
  - Brown
  - Burleson
  - Caldwell
  - Calhoun
  - Cameron
  - Chambers
  - Cherokee
  - Coke
  - Coleman
  - Colorado
  - Comal
  - Comanche
  - Concho
  - Coryell
  - Crane
  - Crockett
  - Culberson
  - Dewitt
  - Dimmit
  - Duval
  - Ector
  - Edwards
  - El Paso
  - Falls
  - Fayette
  - Fort Bend
  - Freestone
  - Frio
  - Galveston
  - Gaoliad
  - Gillespie
  - Glasscock
  - Gonzalas
  - Grim
  - Guadalupe
  - Hamilton
  - Hardin
  - Harris
  - Hays
  - Hidalgo
  - Hill
  - Houston
  - Hudspeth
  - Irion
  - Jackson
  - Jasper
  - Jeff Davis
  - Jefferson
  - Jim Hogg
  - Jim Wells
  - Karnes
  - Kendall
  - Kenedy
  - Kerr
  - Kimble
  - Kinney
  - Kleburg
  - La Salle
  - Lampasas
  - Lavaca
  - Leon
  - Liberty
  - Limestone
  - Live Oak
  - Llano
  - Loving
  - Madison
  - Mason
  - Matagorda
  - Maverick
  - McCulloch
  - McLennan
  - McMullen
  - Medina
  - Menard
  - Midland
  - Mills
  - Montgomery
  - Nacagdoches
  - Navarro
  - Newton
  - Nueces
  - Orange
  - Pecos
  - Polk
  - Presidio
  - Reagan
  - Real
  - Reeves
  - Refugio
  - Robertson
  - Runnels
  - Sabine
  - San
  - Augustine
  - San Jacinto
  - San Patricio
  - San Saba
  - Shelby
  - Schlechter
  - Starr
  - Sterling
  - Sutton
  - Terrell
  - Tom Greer
  - Trinity
  - Tyler
  - Upton
  - Uvalda
  - Val Verde
  - Victoria
  - Walker
  - Waller
  - Ward
  - Washington
  - Webb
  - Wharton
  - Willacy
  - Wilson
  - Winkler
  - Zapata
  - Zavala



# Instructional Bulletin

- Florida
  - Brevard
  - Broward
  - Charlotte
  - Collier
  - Desoto
  - Glades
  - Hardee
  - Hendry
  - Highlands
  - Hillsborough
  - Indian River
  - Indian River
  - Lee
  - Manatee
  - Martin
  - Martin
  - Miami Dade
  - Monroe
  - Okeechobee
  - Osceola
  - Palm Beach
  - Polk
  - Sarasota
  - St. Lucie

## 5.3 United States Coverage Map by Zone



## 6.0 Additional Information

*High Elevations - Mountain area UV damage is increased over exposures at sea level. This is due to the air being thinner, and therefore damage from UV filtering increases significantly.*

*Congested Urban or Industrial Areas - Due to increased smog, pollutants, and particulates in the atmosphere in congested urban and industrial areas horizontal applications have reduced durability expectations. The horizontal application traps the chemicals on the surface of the material, and increased UV exposure combine for reduced durability.*

Revisions have been italicized.

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