

PRODUCT DATA SHEET

Avery Dennison® 7554 Exterior Blackout Film

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Introduction

Avery Dennison 7554 Exterior Blackout Film is a general purpose film which can be used in a wide variety of applications where a black film is desired for functional or design reasons. To a certain extent the film has protective properties. If a high protection to stone chipping is desired the transparent protection films from the 7500 range are to be selected.

Conversion

- manual cutting
- computer cutting plotters
- die cutting

Recommendations

- in applications where a black film is desired for functional or design reasons such as on vehicles or in buildings
- should not be applied at areas where it can be exposed to (prolonged) dripping or immersion to gasoline, diesel oils etc.
- should preferably be applied to vertical surfaces
- See TB 3.20 for the application instructions

Features

- excellent durability
- excellent adhesion to car paints
- good protection characteristics
- allows application to flat and slightly curved metal surfaces



Face Film

150 micron flexible polymeric plasticised PVC; Finish Black, satin matt, embossed with a fine grain



Adhesive

permanent, UV resistant, acrylic based



Backing

one side coated bleached kraft paper, 140 g/m²



Durability

Vertical exposure 5 years



Shelf Life

Stored at 22° C/50-55 % RH 2 years

Physical Characteristics

	Test method ¹	Results
Product		
Caliper, facefilm (micron)	ISO 534	150
Dimensional stability (mm max.)	FINAT FTM 14	0,3
Flammability		Selfextinguishing
Shelf life (years)	Stored at 22° C/50-55 % RH	2
Durability ² (years)	Vertical exposure	5
Adhesive		
Adhesion, initial (N/m)	FINAT FTM-1, stainless steel	500
Adhesion, ultimate (N/m)	FINAT FTM-1, stainless steel	720
Temperature range		
Application temperature (Minimum: °C)		+10
Service temperature (°C to +°C)		-40 to +110
Appearance and Durability		
Scratch Resistance	Ericssen, 7.5N	no damage
Abrasion	Crockmeter test - Result dry	no damage, slight discoloration
Abrasion	Taber (500 kg, CS-17 wheels)	no damage, surface became smooth
Chip Resistance	SAE J400	chip frequency: moderate
Atlas Weather-o-Meter	SAE J2527, after 2500 kJ	Pass
Chemical properties³		
Visual inspection after exposure to:		
Gasoline	GMW14333-A	No change in appearance
Diesel	GMW14333-A	No change in appearance
Commercial window cleaner	GM14334-B	No change in appearance
Glass treatment	GM14334-B	No change in appearance
Car shampoo	GM14334-B	No change in appearance
Acid (HCl 0.5M)	24 hrs	No change in appearance

The durability is based on middle European exposure conditions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing south, in areas of long high temperature exposure such as southern European countries, in industrially polluted areas or high altitudes, exterior performance will be decreased

Important

Information on physical and chemical characteristics and values in this document are based upon tests we believe to be reliable and do not constitute a warranty. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of this material to their specific use.

All technical data are subject to change. In case of any ambiguities or differences between the English and foreign versions of this document, the English version shall be prevailing and leading.

- 1) Test methods: More information about our test methods can be found on our website.
- 2) Durability: The durability is based on middle European exposure conditions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing south; in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased.
- 3) Prolonged immersion in gasoline and similar fluids is not recommended.

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