



Avery Dennison® 777 Cast Film

The new standard for everyday durable computer-cut signage.
Bring the benefits of cast film to medium-life applications.

Responding to the needs of an evolving marketplace, Avery Dennison® 777 Cast Film brings the conformability of top-of-the-range products to many medium-life computer-cutting applications – at a competitive price.

With a choice of no less than 100 standard stock colours, Avery Dennison® 777 Cast Film can be a signmaker's everyday answer for all kinds of quality signage, indoors and outdoors – including applications over curved substrates, and jobs requiring applied durability of up to eight years.

Offering excellent cutting and weeding on a wide range of computer signcutting equipment, Avery Dennison® 777 Cast Film comes with a permanent acrylic adhesive and a robust kraft backing for accurate cutting. They're REACH compliant, too – products of a new generation of environmentally-responsible manufacturing technology that is responding to global legislation that is now taking effect.

All in all, Avery Dennison® 777 Cast Film brings the benefits of a conformable, low-caliper, ultra-smooth cast film to the markets where polymeric calendered film has hitherto dominated: medium-life computer-cut vehicle graphics and signage, retail and promotional graphics, and outdoor advertising.

KEY FEATURES

- > Very good conformability to rivets and corrugations
- > Competitively priced
- > Up to eight years' outdoor durability
- > Outstanding choice of colours and finishes
- > Excellent dimensional stability
- > Easy, accurate computer cutting and weeding
- > The signmaker's 'one-stop shop' for even the most demanding tasks
- > REACH compliant – conforming to the latest environmental regulations

RECOMMENDED USES

- > Graphics on rigid-sided vehicles
- > Graphics on boats and sports vehicles
- > Directional signage
- > Window graphics
- > Retail signage
- > Outdoor advertising
- > Point-of-sale and promotional uses



STANDARD COLOURS

 Bright Yellow 777-039CF	 Purple Red 777-067CF	 Royal Blue 777-053CF	 Emerald 777-081CF	 Komatsu Grey 777-092CF
 Yellow 777-055CF	 Bordeaux 777-087CF	 King Blue 777-043CF	 Green 777-056CF	 Dark Grey 777-059CF
 Sunflower Yellow 777-006CF	 Pink 777-016CF	 Denim Blue 777-080CF	 Deep Green 777-054CF	 Black 777-001CF
 Sun Yellow 777-004CF	 Magenta 777-074CF	 Marine Blue 777-047CF	 Cactus Green 777-012CF	 Black Matt 777-021CF
 Gold Yellow 777-010CF	 Fuchsia 777-072CF	 Ink Blue 777-089CF	 Light Green 777-083CF	 Grey Metallic 777-046CF
 Orange Yellow 777-060CF	 Telemagenta 777-073CF	 Passion Blue 777-027CF	 Bright Green 777-079CF	 Anthracite 777-095CF
 Light Orange 777-066CF	 Cyclamen 777-015CF	 Deep Blue 777-099CF	 Yellow Green 777-034CF	 Graphite Metallic 777-094CF
 Pastel Orange 777-022CF	 Lilac 777-076CF	 Dark Blue 777-023CF	 Lime 777-014CF	 Silver Grey Metallic 777-091CF
 Orange 777-005CF	 Lavender 777-075CF	 Cobalt Blue 777-024CF	 White 777-000CF	 Silver Metallic 777-035CF
 Bright Orange 777-048CF	 Purple 777-077CF	 Steel Blue 777-068CF	 White Matt 777-030CF	 Gold Metallic 777-036CF
 Tomato Red 777-050CF	 Pastel Blue 777-082CF	 Alfa Blue 777-037CF	 Light Grey 777-017CF	 Ivory 777-057CF
 Medium Red 777-026CF	 Euro Blue 777-011CF	 Black Blue 777-088CF	 Ice Grey 777-032CF	 Beige 777-019CF
 Sweet Red 777-002CF	 Ocean Blue 777-009CF	 Blue Green 777-096CF	 Dove Grey 777-044CF	 Cream 777-061CF
 Cardinal Red 777-007CF	 Azure Blue 777-051CF	 Mint 777-029CF	 Middle Grey 777-018CF	 Light Brown 777-084CF
 Regal Red 777-063CF	 Dodger Blue 777-069CF	 Teal 777-042CF	 Telegrey 777-045CF	 Caramel 777-028CF
 Geranium Red 777-013CF	 Scuba Blue 777-041CF	 Dark Teal 777-086CF	 Cloud Grey 777-025CF	 Fawn Brown 777-049CF
 Lipstick Red 777-071CF	 Cosmos Blue 777-008CF	 Turquoise 777-031CF	 Stone Grey 777-065CF	 Dark Brown 777-062CF
 Cherry Red 777-003CF	 Traffic Blue 777-038CF	 Turquoise Blue 777-097CF	 Grey 777-020CF	 Red Brown 777-090CF
 Red 777-064CF	 Ultramarine Blue 777-052CF	 Petrol 777-098CF	 Iron Grey 777-085CF	 Nut Brown 777-078CF
 Dark Red 777-058CF	 Blue 777-033CF	 Olive Green 777-093CF	 Deep Grey 777-070CF	 Transparent 777-040CF

These colours are digitally reproduced for printing purposes and are not 100% accurate.
For an exact production colour match, please contact your Avery Dennison sales representative.

For information on warranty terms, exclusions and certain limitations that apply please see our website: graphics.averydennison.eu

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2014-06_15667-01_EN