



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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Graphics Solutions

Europe
Rijndijk 86
2394 ZG Hazerswoude
The Netherlands
Tel +31 (0)71 342 1500
Fax +31 (0)71 342 1544