

# Avery Dennison® V-9700 Series Conspicuity Tape for Slow Moving Vehicles

Issued: July 2015

Avery Dennison® V-9700 Series Conspicuity Tape is designed for agricultural equipment and slow moving vehicles for easy nighttime vehicle recognition and increased road safety. It is a high quality, durable, microprismatic retroreflective material with a pressure sensitive adhesive. The single layered construction does not require edge sealing.

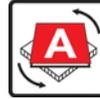
Avery Dennison V-9700 Series Conspicuity Tape is designed for use on farm equipment and other slow moving vehicles. It meets a wide variety of applicable industry standards such as ASTM and ANSI/ASAE. It is available in white, yellow, and red.



**Performance:**  
ANSI/ASAE S279 & S276



**Durability:** 7years  
Vertical exposure only



**Orientation:** Omni-Directional



**Face:** Acrylic Retroreflective Film with Microprisms



**Adhesive:** Permanent Pressure Sensitive



**Liner:** Polymeric Film



**Application Surface:** Metal & Painted Metal

## Features:

- Single layer construction that does not require edge sealing
- Initial repositionability eases application and provides long lasting bond
- Provides exceptional all-distance viewing at dawn, dusk, and night

## Finishes:

- 2" x 50 yard Rolls
- 1.75" x 50 yard Rolls
- Kiss Cut Rolls
- Custom Finishes

## Applications:

- Agricultural Equipment
- Emblems for Slow Moving Vehicles

## Product Availability:



White



Yellow



Red

Product Data Sheet

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Reflective Solutions  
7541 North Natchez Ave.  
Niles, IL 60714



[www.reflectives.averydennison.com](http://www.reflectives.averydennison.com)

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## Retroreflectivity:

V-9700 **exceeds** all minimum coefficients of retroreflection for ANSI/SAE S276 and S279 and ASTM D-4956 Type V as shown in **Table A**.

**Table A:**  
Minimum Coefficient of Retroreflection ( $R_A$ )<sup>1</sup>

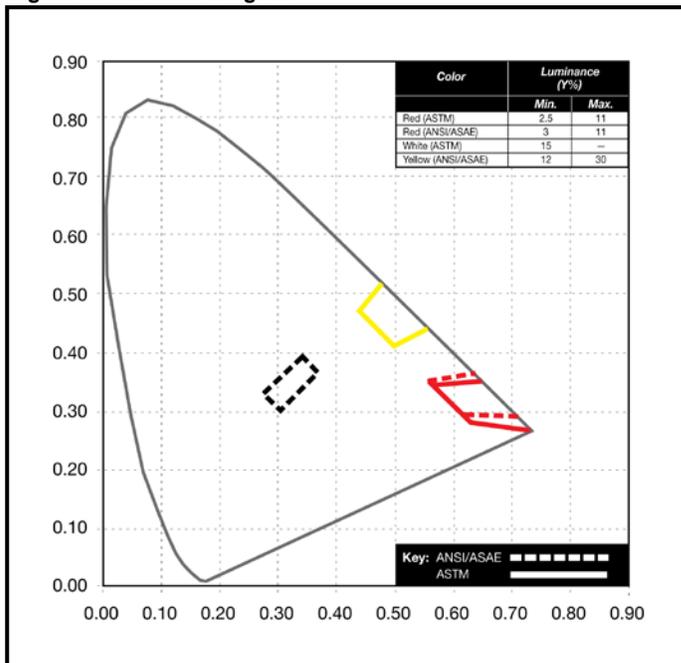
Observation Angle	Entrance Angle	Minimum		
		White	Red	Yellow
0.2°	-4°	700	120	470
	30°	400	72	270
	45°	--	15	40
0.5°	-4°	160	28	110
	30°	75	13	51
	45°	--	4	11

Avery Dennison certifies V-9700 to meet ANSI/SAE S279, ANSI/SAE S276, and ASTM D-4956 Type V

## Colors and Specification Limits:

V-9700 **meets** the color and minimum luminance requirements<sup>2</sup> for ANSI/SAE S276 and S279 and ASTM D-4956 shown in **Figure A**.

**Figure A: CIE Color Diagram**



<sup>1</sup> $R_A$  = candelas per foot-candle per square foot (cd/ft<sup>2</sup>)

<sup>2</sup>The four pairs of chromaticity coordinates and luminance range in **Figure A** determine the acceptable color in terms of the CIE 1931 Standard Colorimetric System when measured with CIE Illuminant D65, 45°/0° geometry, and CIE 2 standard observer.

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### Characteristics:

Property	Requirement	Series V-9700 Typical Values	
Shelf-Life	NA	1 year from date of purchase when stored at the following conditions; 65°-75°F (18°-24°C) and 50% ± 5% R.H.	
Typical Film Caliper	NA	14 – 16 mils (355 – 407 µm)	
Min. Application Temperature	NA	+60° F (16° C)	
Service Temperature	NA	-10°F to +175°F (-23°C to + 80°C)	
Gloss ASTM D523, at 85°	NA	100	
Peel Adhesion PSTC-2 12in/min, 90° peel angle	Substrate	Degreased Aluminum	5.0 lb/in (0.89 kg/cm)
		Prepainted Panel	2.7 lb/in (0.48 kg/cm)
		Stainless Steel	4.2 lb/in (0.75 kg/cm)
Dimensional Stability* ASTM D4956	Less than 1/8" change on 9x9 panel	Pass	
Flexibility* ASTM D4956 Wrap around 0.125" mandrel @ 32° F (0°C)	No Cracking	Pass	
High Pressure Wash Test 45° angle, 1200 psi, 8 inch distance	No delamination, edge lift, cracking, or water penetration	Pass	
Adhesion* ASTM D4956 0.79kg 90° hanging weight	Less than 2" movement	Pass	
Chemical Resistance SAE J 1967 Immersion in diesel fuel, xylene/mineral spirits mixture, TSP solution	No softening, dulling, color change, or adhesion loss	Pass	
Corrosion Resistance ASTM B-117 5% salt spray for 1000 hours	No white corrosion, red rust, discoloration, delamination, flaking, checking, cracking, or blistering	Pass	
Impact Resistance Room Temp* ASTM D4956 Falling dart with 10 in-lb force and 5/8 inch tip at room temperature	No damage outside impact area	Pass	
Impact Resistance Cold Temp ASTM D4956 Falling dart with 10 in-lb force and 5/8" tip at -20°C	No damage outside impact area	Pass	

\*ASTM D-4956 Requirement

### Warranty:

Avery Dennison products are warranted to be free from defects in material and workmanship for one year from date of purchase. Avery Dennison further warrants that Avery Dennison® V-9700 Series ("Products") will retain its effectiveness for its intended use for a period of 7 years when mounted vertically ±10°. It is expressly agreed and understood that Avery Dennison's sole obligation and Purchaser's exclusive remedy under this warranty, under any other warranty, express or implied, or otherwise, shall be limited to repair or replacement of defective Product without charge at Avery Dennison's plant or at the location of Product (at Avery Dennison's election), or in the event replacement or repairs is not commercially practical, to Avery Dennison's issuing Purchaser a credit reasonable in light of the defect in the Product.

For up to date information regarding the detailed warranty including conditions, limitations, and definitions, contact your Avery Dennison representative.

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### Application Information:

The following Avery Dennison literature will provide information to the user for proper application, storage, and other requirements. Find the latest information on the Avery Dennison website, [www.reflectives.averydennison.com](http://www.reflectives.averydennison.com). We encourage you to check our website periodically for updates.

### Instructional Bulletins:

Substrate Requirements	#8.01
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### Maintenance:

Regular cleaning is recommended to ensure maximum performance for vehicle identification day and night. The following cleaning methods are recommended.

- A.) By hand with a sponge, cloth, or other non-abrasive media using mild detergent and water.
- B.) Pressure washed according to the following parameters:
- Maximum Pressure: 1200 psi
  - Maximum wash temperature: 140°F
  - Water jets must be a minimum of 12" from the Conspicuity Tape
  - Spray water jets at an angle of 90° (±45°) from the surface
  - Cleaning solution should have a pH of 3-11. Follow dilution ratios of cleaning solutions per manufacturer recommendations.

### Substrates:

The application of Avery Dennison V-9700 is limited to properly prepared metal and painted metal substrates. Users are urged to carefully evaluate, under actual use conditions, any film application to other substrates. For painted surfaces follow manufacturer's recommendations for drying and curing. Failure of film caused by other substrates, materials, contamination, or improper surface preparation is not the responsibility of Avery Dennison. See Instruction Bulletin #8.01 for full details on substrate requirements.