

Avery Dennison®

777 Cast Film™



Setting new standards for everyday computer-cut signage.

With improvements to the face film and adhesive, Avery Dennison 777 Cast Film is better than ever. Now you can access the conformability and dimensional stability you need at a competitive price – the answer to many medium-life computer-cutting applications.

Avery Dennison 777 Cast Film has been upgraded to give signmakers better cutting and weeding, enhanced dimensional stability and a new liner imprint for manual conversion. With 100 standard stock colours with gloss finish, it is the everyday answer for all kinds of quality signage indoors and outdoors, including applications over curved substrates.

Improved dimensional stability offers a consistent applied durability of up to eight years. The film delivers excellent cutting and weeding on a wide range of computer signcutting equipment, and is REACH compliant too – using environmentally-responsible materials that comply with regulations and reflect rapidly growing public demand.

Avery Dennison 777 Cast Film is a conformable, low-caliper, ultra-smooth cast film with matched value for money. A fast, reliable and high-performance choice for vehicle graphics, retail and promotional graphics.

KEY FEATURES

- Improved cutting and weeding
- Improved dimensional stability
- New liner imprint for manual conversion
- Very good conformability to rivets and corrugations
- Matched value for money
- Up to eight years outdoor durability
- Outstanding choice of colours in gloss finish
- REACH compliant – conforming to the latest environmental regulations

RECOMMENDED USES

- Graphics on rigid-sided vehicles
- Graphics on boats (above water level) and sports vehicles
- Directional signage
- Window graphics
- Outdoor advertising
- Point-of-sale and promotional uses



Avery Dennison 777 Cast Film

Color Code	Name	RAL	Pantone	Color Code	Name	RAL	Pantone	Color Code	Name	RAL	Pantone
777-039	Bright Yellow Gloss			777-069	Dodger Blue Gloss			777-000	White Gloss		
777-055	Yellow Gloss			777-041	Scuba Blue Gloss			777-030	White Matt		
777-006	Sunflower Yellow Gloss		123 C	777-008	Cosmos Blue Gloss		301 C	777-017	Light Grey Gloss	7047	
777-004	Sun Yellow Gloss			777-038	Traffic Blue Gloss			777-032	Ice Grey Gloss		Cool Grey 6 C
777-010	Gold Yellow Gloss			777-052	Ultramarine Blue Gloss		287 C	777-044	Dove Grey Gloss		
777-060	Orange Yellow Gloss			777-033	Blue Gloss			777-018	Middle Grey Gloss	7042	
777-066	Light Orange Gloss	1585 C		777-053	Royal Blue Gloss	5002		777-045	Telegrey Gloss		
777-022	Pastel Orange Gloss	165 C		777-043	King Blue Gloss	5002	288 C	777-025	Cloud Grey Gloss		
777-005	Orange Gloss			777-080	Denim Blue Gloss			777-065	Stone Grey Gloss	7005	
777-048	Bright Orange Gloss		172 C	777-047	Marine Blue Gloss		294 C	777-020	Grey Gloss		
777-050	Tomato Red Gloss			777-089	Ink Blue Gloss			777-085	Iron Grey Gloss	7012	
777-026	Medium Red Gloss	3028		777-027	Passion Blue Gloss		654 C	777-070	Deep Grey Gloss	7043	
777-002	Sweet Red Gloss	3028	485 C	777-099	Deep Blue Gloss	5022		777-092	Komatsu Grey Gloss	7021	
777-007	Cardinal Red Gloss			777-023	Dark Blue Gloss		2757 C	777-059	Dark Grey Gloss		
777-063	Regal Red Gloss			777-024	Cobalt Blue Gloss		2768 C	777-001	Black Gloss	9005	Black 6 C
777-013	Geranium Red Gloss			777-068	Steel Blue Gloss		2767 C	777-021	Black Matt	7021	
777-071	Lipstick Red Gloss			777-037	Alfa Blue Gloss			777-046	Grey Metallic Gloss		
777-003	Cherry Red Gloss		200 C	777-088	Black Blue Gloss	5004		777-095	Anthracite Gloss		
777-064	Red Gloss			777-096	Blue Green Gloss			777-094	Graphite Metal Gloss		
777-058	Dark Red Gloss	7427 C		777-029	Mint Gloss			777-091	Silver Grey Metallic Gloss		
777-067	Purple Red Gloss	7421 C		777-042	Teal Gloss			777-035	Silver Metallic	9006	
777-087	Bordeaux Gloss	4004		777-086	Dark Teal Gloss			777-036	Gold Metallic		
777-016	Pink Gloss			777-031	Turquoise Gloss			777-057	Ivory Gloss	1015	
777-074	Magenta Gloss		7423 C	777-097	Turquoise Blue Gloss			777-019	Beige Gloss	1014	
777-072	Fuchsia Gloss			777-098	Petrol Gloss			777-061	Cream Gloss		7401 C
777-073	Telemagenta Gloss	4010		777-093	Olive Green Gloss		349 C	777-084	Light Brown Gloss		
777-015	Cyclamen Gloss			777-081	Emerald Gloss	6029	3425 C	777-028	Caramel Gloss		
777-076	Lilac Gloss	257 C		777-056	Green Gloss			777-049	Fawn Brown Gloss		
777-075	Lavender Gloss	272 C		777-054	Deep Green Gloss			777-062	Dark Brown Gloss		4995 C
777-077	Purple Gloss			777-012	Cactus Green Gloss			777-090	Red Brown Gloss		
777-082	Pastel Blue Gloss		7461 C	777-083	Light Green Gloss			777-078	Nut Brown Gloss		7580 C
777-011	Euro Blue Gloss			777-079	Bright Green Gloss			777-040	Transparent Gloss	9010	
777-009	Ocean Blue Gloss			777-034	Yellow Green Gloss		361 C				
777-051	Azure Blue Gloss			777-014	Lime Gloss		7488 C				

Avery Dennison® has made every effort to match the colours in our 777 Cast Film portfolio as close as possible to the Pantone and RAL colour code equivalents. The table is designed to help you get a better idea of colour similarities but we cannot guarantee an exact colour match. Colour cards and/or samples are available on request.

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