

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
	777-039	Bright Yellow Gloss
	777-055	Yellow Gloss
	777-006	Sunflower Yellow Gloss
	777-004	Sun Yellow Gloss
	777-010	Gold Yellow Gloss
	777-060	Orange Yellow Gloss
	777-066	Light Orange Gloss
	777-022	Pastel Orange Gloss
	777-005	Orange Gloss
	777-048	Bright Orange Gloss
	777-050	Tomato Red Gloss
	777-026	Medium Red Gloss
	777-002	Sweet Red Gloss
	777-007	Cardinal Red Gloss
	777-063	Regal Red Gloss
	777-013	Geranium Red Gloss
	777-071	Lipstick Red Gloss
	777-003	Cherry Red Gloss
	777-064	Red Gloss
	777-058	Dark Red Gloss
	777-067	Purple Red Gloss
	777-087	Bordeaux Gloss
	777-016	Pink Gloss
	777-074	Magenta Gloss
	777-072	Fuchsia Gloss
	777-073	Telemagenta Gloss
	777-015	Cyclamen Gloss
	777-076	Lilac Gloss
	777-075	Lavender Gloss
	777-077	Purple Gloss
	777-082	Pastel Blue Gloss
	777-011	Euro Blue Gloss
	777-009	Ocean Blue Gloss
	777-051	Azure Blue Gloss

Color	Code	Name
	777-069	Dodger Blue Gloss
	777-041	Scuba Blue Gloss
	777-008	Cosmos Blue Gloss
	777-038	Traffic Blue Gloss
	777-052	Ultramarine Blue Gloss
	777-033	Blue Gloss
	777-053	Royal Blue Gloss
	777-043	King Blue Gloss
	777-080	Denim Blue Gloss
	777-047	Marine Blue Gloss
	777-089	Ink Blue Gloss
	777-027	Passion Blue Gloss
	777-099	Deep Blue Gloss
	777-023	Dark Blue Gloss
	777-024	Cobalt Blue Gloss
	777-068	Steel Blue Gloss
	777-037	Alfa Blue Gloss
	777-088	Black Blue Gloss
	777-096	Blue Green Gloss
	777-029	Mint Gloss
	777-042	Teal Gloss
	777-086	Dark Teal Gloss
	777-031	Turquoise Gloss
	777-097	Turquoise Blue Gloss
	777-098	Petrol Gloss
	777-093	Olive Green Gloss
	777-081	Emerald Gloss
	777-056	Green Gloss
	777-054	Deep Green Gloss
	777-012	Cactus Green Gloss
	777-083	Light Green Gloss
	777-079	Bright Green Gloss
	777-034	Yellow Green Gloss
	777-014	Lime Gloss

Color	Code	Name
	777-000	White Gloss
	777-030	White Matt
	777-017	Light Grey Gloss
	777-032	Ice Grey Gloss
	777-044	Dove Grey Gloss
	777-018	Middle Grey Gloss
	777-045	Telegrey Gloss
	777-025	Cloud Grey Gloss
	777-065	Stone Grey Gloss
	777-020	Grey Gloss
	777-085	Iron Grey Gloss
	777-070	Deep Grey Gloss
	777-092	Komatsu Grey Gloss
	777-059	Dark Grey Gloss
	777-001	Black Gloss
	777-021	Black Matt
	777-046	Grey Metallic Gloss
	777-095	Anthracite Gloss
	777-094	Graphite Metal Gloss
	777-091	Silver Grey Metallic Gloss
	777-035	Silver Metallic
	777-036	Gold Metallic
	777-057	Ivory Gloss
	777-019	Beige Gloss
	777-061	Cream Gloss
	777-084	Light Brown Gloss
	777-028	Caramel Gloss
	777-049	Fawn Brown Gloss
	777-062	Dark Brown Gloss
	777-090	Red Brown Gloss
	777-078	Nut Brown Gloss
	777-040	Transparent Gloss

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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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