

PRODUCT DATA SHEET

Avery Dennison® Dennison® Exterior Reflective Solar Films - R Silver 20 Poly X

Issued: 07/2026

Introduction

Avery Dennison® R Silver X films provide maximum energy efficiency and value. By rejecting excess solar radiation, Avery Dennison® R Silver films cut heat buildup through the glazing. Avery Dennison® R Silver 20 Poly X is engineered with a novel adhesive formulation to ensure compatibility with plastic substrates.

Conversion

For conversion information please review the Technical Bulletin "Avery Dennison® Solar Window Films Exterior".

Recommendations

These films are especially energy efficient when used on advanced glazing systems, rejecting the solar energy before it is transmitted through a window. The Poly version is based on a unique adhesive system designed for rigid plastic substrates. Typical applications include commercial buildings. A silver (mirror like) finish is available in three different light transmission levels.

Features

- » Highest level of energy efficiency
- » Excellent solar heat and glare rejection
- » Upgraded building appearance
- » Daytime privacy
- » 99+% UV block

Fire Certification: B-s1, d0 (DIN EN 13501-1)



Face Film

Exterior durable SR hard coat vacuum metal deposition, with a thin optical Aluminum layer; R Silver 20 Poly X



Adhesive

Pressure sensitive Permanent – Solvent based acrylic



Backing

PET



Durability

up to 7 years (see below)



Shelf Life

When stored in original packaging upon arrival at the customer: 2 years. Recommended Storage conditions are 20 °C (± 2 °C) with 50 %RH (± 5%).

Warranted Durability ¹⁾ zone1

R Silver 20 Poly X

Vertical

up to 7 years

Horizontal/Sloped

4 years

1) Warranted Durability

The durability is based on middle European exposure conditions. Actual performance life will depend on substrate preparation, exposure conditions and maintenance of the marking. For instance, in the case of signs facing south; in areas of long high temperature exposure such as southern European countries; in industrially polluted areas or high altitudes, exterior performance will be decreased. More detailed informations are outlined in the ICS Performance Guarantee.

Physical Characteristics

R Silver 20 Poly X

Optical & Solar Properties:

	Single Pane
Visible Light Transmitted %	16
Visible Light Reflected (Int) %	63
Visible Light Reflected (Ext) %	64
U V Block %	99
Total Solar Energy Reflected %	65
Total Solar Energy Transmitted %	12
Total Solar Energy Absorbed %	23
Shading Coefficient	0.22
Total Solar Energy Rejected %	81
Solar Heat Gain Coefficient	0.19
Emissivity (Room side)	0.84
U-Value Winter	1.04
K-Value Winter	5.91
Glare Reduction %	82
Luminous Efficacy	0.75
Selective InfraRed Reduction %	90
InfraRed Energy Reduction %	84

Important

Information on physical and chemical characteristics and values in this document are based upon tests we believe to be reliable and do not constitute a warranty. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Purchasers should independently determine, prior to use, the suitability of this material to their specific use.

All technical data are subject to change. In case of any ambiguities or differences between the English and foreign versions of this document, the English version shall be prevailing and leading.

Avery Dennison warrants that its Products meet its specifications. Avery Dennison gives no other express or implied guarantees or warranties with respect to the Products, including, but not limited to, any implied warranties of merchantability, fitness for any particular use and/or non infringement. All Avery Dennison products are sold with the understanding that the purchaser has independently determined the suitability of such products for its purposes. The period of warranty is one (1) year from the date of shipment unless expressly provided otherwise in the product data sheet. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>.

Avery Dennison's aggregate liability to Purchaser, whether for negligence, breach of contract, misrepresentation or otherwise, shall in no circumstances exceed the price of the defective, non-conforming, damaged or undelivered Products which give rise to such liability as determined by net price invoices to Purchaser in respect of any occurrence or series of occurrences. In no circumstances shall Avery Dennison be liable to Purchaser for any indirect, incidental or consequential loss, damage or injury, including without limitation, loss of anticipated profits, goodwill, reputation, or losses or expenses resulting from third party claims.

© 2026 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.