

# Outdoor Signage

## Walls Graphics for Rough-Textured Surfaces

*Advertisers and architects are finding new applications - such as large scale ads and murals. Wall advertising applications have many requirements and present numerous challenges. The adhesives used must be able to bond well to a smooth painted concrete surface, while offering easy application and removal. Films must be durable enough to withstand tearing and opaque enough to cover any previously existing wall markings.*

*End-Use Applications:  
Barricade Graphics (rough textured surfaces)  
Outdoor Wall Graphics (rough textured surfaces)*

*For more information on FLEXcon's pressure-sensitive film solutions for Outdoor Signage, contact your local Sales Representative or our Product Branding Business Team at (508) 885-8370.*

*Product ID #: FLX000619*



Product:

**Flexcon®  
FlexMark® BilBrd™ BWV RTS**

Benefits:

- 3.5 mil flexible bright white opaque vinyl offers bright contrast for excellent graphic reproduction
- Film provides good opacity for covering up existing markings on the wall
- Film provides good resistance to scuffing, tearing and abrasion
- Excellent printability via UV and solvent screen, UV and solvent inkjet, UV lithographic inks, and latex
- High-performance, permanent pressure-sensitive acrylic adhesive bonds well to rough-textured concrete
- Backed with a layflat release liner for ease of printing and converting
- Release liner is ideal for sheet-form converting

For Inkjet Printing:

- Typical max. ink limit = 250%
- When storing printed graphics, sheeted, stacked or in roll-form, consider leaving an unprinted margin (about 1/4") to allow for potential shrinkage of the film before trimming



# Flexcon®

## FlexMark® BilBrd™ BWV RTS

PRODUCT DATA	VALUE		TEST METHOD
Physical Properties			
Thickness (Mils[microns])	Film	3.5 (89) +/- 10%	ASTM D 3652 (Modified for use with non-tape products)
	Adhesive	1.9-2.1 (48-53) +/- 0.1 (3)	
	Liner	6.9 (175) +/- 10%	
Dimensional Stability (%)	MD	0.87	Applied Shrinkage: 24 hour dwell time on aluminum panel then 24 hours at 160°F (71°C)
	TD	0.75	
Adhesion Properties			
Ultimate Peel from	Average		ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In	(N/m)	
Rough Textured Concrete	3	(33)	
Expected Shear			ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Room Temp (hours)	15		
Tack (gm/sq cm)	750		ASTM D 2979
Expected Exterior Life	Two years		
Service Temperature Range	-40°F to 176°F (-40°C to 80°C)		
Minimum Application Temperature	50°F (10°C)		
Storage Stability	Two years when stored at 70°F (21°C) and 50% relative humidity		

### Product Performance and Suitability

All of the descriptive information, the typical performance data, and recommendations for the use of FLEXcon products shall be used only as a guide and do not reflect the specification or specification range for any particular property of the product. Furnishing such information is merely an attempt to assist you after you have indicated your contemplated use and shall in no event constitute a warranty of any kind by FLEXcon. All purchasers of FLEXcon products shall be responsible for independently determining the suitability of the material for the purpose for which it is purchased. No distributor, salesman, or representative of FLEXcon is authorized to give any warranty, guaranty, or make any representation in addition or contrary to the above.

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