

# Indoor Floor Advertising

## White Opaque Base Film

*Savvy marketers are placing advertisements on the floor directly in front of items being advertised to increase their product's presence and lift rate.*

*Pressure-sensitive films for floors must withstand the wear and tear of heavy pedestrian traffic, floor buffers, chemicals, waxes, solvents, and wax strippers, while also meeting or exceeding industry accepted standards for slip resistance.*

*The adhesive must hold the graphic in place, but also be cleanly removable after the promotion is over. Done right, floor graphics can be big ROI winners.*

*End-Use Applications:  
Small-Format Floor Decals*

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

*Product ID #: FLX019141*



Product:

**Flexcon®  
FlexMark® Floor Art™ 6610**

Benefits:

- 3.4 mil flexible white opaque vinyl resists tearing and abrasion
- White opaque vinyl provides excellent opacity for cover-up of floor surface colors
- Designed for durability and removability up to 180 days following installation
- Removable pressure-sensitive acrylic adhesive bonds well to waxed and non-waxed commercial PVC tile, certain ceramic tile, sealed concrete, and linoleum
- Excellent layflat release liner properties for printing and converting
- Printable via UV and solvent screen, UV and solvent inkjet, UV offset and latex

FlexMark® Floor Art™ 6610 with [Flexcon® FlexMark® OV6601](#), [FlexMark® OV6602](#), or [FlexMark® OV6603BN](#) has been investigated by Underwriters Laboratories, Inc., and when used as a system, is in accordance with UL 410, the Standard for Floor Surfaces, for Floor-Graphic Materials (FGM).

Please refer to [Flexcon's Warranty & Limited Remedy Policy for Graphic Advertising for Floors and Indoor Carpets, and Application and Removal Instructions](#). Nothing contained herein shall expand the Floors and Indoor Carpets Limited Warranty or otherwise be construed as a warranty or guarantee.

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® Floor Art™ 6610

PRODUCT DATA	VALUE		TEST METHOD
Physical Properties			
Thickness (Mils[microns])	Film	3.4 (86) +/- 10%	ASTM D 3652 (Modified for use with non-tape products)
	Adhesive	1.1-1.2 (28-30) +/- 0.1 (3)	
	Liner	6.9 (175) +/- 10%	
Dimensional Stability (%)	MD	0.50	Applied Shrinkage: 24 hour dwell time on aluminum panel then 24 hours at 160°F (71°C)
	TD	0.50	
Chemical Resistance	Isopropyl Alcohol	Good	ASTM D 896 (Modified for number of cycles and cycle time)
	Oil (SAE 10W-30)	Good	
	Vinegar	Good	
	Water	Good	
Adhesion Properties			
Ultimate Peel from	Average		ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In	(N/m)	
Ceramic Tile	3	(33)	
Linoleum	3	(33)	
PVC Tile	24	(264)	
Sealed Concrete	4	(44)	
Expected Shear			ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Room Temp (hours)	5		
Tack (gm/sq cm)	130		ASTM D 2979
Expected Exterior Life	Indoor use only		
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.

Last Modified On: 03/21/2024

