

# Indoor Floor Advertising

Primed 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 #: FLX019160*



Product:

**FLEXcon®  
FLEXmark® floor art™ 6610T**

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
- Primed for excellent ink adhesion and printability via UV and conventional offset
- Designed for durability and removability up to 180 days following installation
- Removable pressure-sensitive acrylic adhesive bonds well to commercial PVC tile, some ceramic tile, sealed concrete and linoleum
- Excellent layflat release liner properties for printing and converting

FLEXmark® floor art™ 6610T 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).

Additional Information: [Application Instructions](#) and [Warranty](#).

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™ 6610T

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties</b>		
Thickness (Mils[microns])	Film	3.4 (86) +/- 10%
	Adhesive	1.1-1.2 (28-30) +/- 0.1 (3)
	Liner	6.9 (175) +/- 10%
Dimensional Stability (%)	MD	0.50
	TD	0.50
Chemical Resistance	Isopropyl Alcohol	Good
	Oil (SAE 10W-30)	Good
	Vinegar	Good
	Water	Good
<b>Adhesion Properties</b>		
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	
Removability	Up to 180 days with little to no adhesive residue	
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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