Promotional Advertising

Topcoated White Opaque Vinyl - Removable

Self-adhesive film is an essential tool for indoor and outdoor promotional advertising, providing the durability, flexibility, and aesthetic quality that open up all kinds of possibilities for grabbing the consumer's attention for the duration of the advertising campaign.

End-Use Applications:
Cooler Graphics
Counter Graphics
Display Graphics
General-Purpose Signage
Indoor Floor Graphics
Interior Signage
Shelf Graphics
Wall Graphics
Window Graphics

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

Product ID #: FLX059986



Product: **Flexcon® FlexMark® WRT**

Benefits:

- 3.5 mil flexible opaque white vinyl provides good opacity for covering up existing graphics
- Film provides good resistance to scuffing, tearing and abrasion
- High-performance removable adhesive bonds well to ABS, acrylic, aluminum, stainless steel, HDPE, painted metal, styrene, painted non-vinyl wallboard, glass, certain ceramic tile, sealed concrete, linoleum, and Formica®
- High performance removable adhesive offers clean removability for up to 180 days
- Primed for excellent ink adhesion and printability via UV and conventional offset, solvent and UV screen, solvent and water flexo, and solvent and UV inkjet
- 90 lb. polycoated layflat release liner for ease of converting

FlexMark® WRT with FlexMark® CP or FLEXmark® OV6602 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.

Formica® is a registered trademark of the Diller Corp.

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® WRT

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	0.8-0.9 (20-23) +/- 0.1 (3)	
	Liner	6.9 (175) +/- 10%	
Dimensional Stability (%)	MD	0.75	Applied Shrinkage: 24 hour dwell time on aluminum panel then 24 hours at 160°F (71°C)
	TD	0.50	
Adhesion Properties			
Ultimate Peel from	Average		ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In	(N/m)	
ABS	17	(187)	
Aluminum	17	(187)	
Ceramic Tile	22	(242)	
Formica	7	(77)	
Glass	19	(209)	
HDPE	5	(55)	
Linoleum	9	(99)	
Painted Metal	18	(198)	
Painted Wood	12	(132)	
Plexiglass	24	(264)	
Sealed Concrete	12	(132)	
Sintra	18	(198)	
Smooth Painted (non-vinyl) Wallboard	8	(88)	
Stainless Steel	22	(242)	
Varnished Wood	13	(143)	
Expected Shear			ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Room Temp (hours)	Erratic shear due to removable adhesive		
Tack (gm/sq cm)	350		ASTM D 2979
Flammability	Contact Tech Service at 508-885-8263		
Expected Exterior Life	Two years		
Service Temperature Range	-20°F to 176°F (-29°C to 80°C)		
Minimum Application Temperature	50°F (10°C)		
Storage Stability	Two years stored at 70°F (21°C) and 50% RH		

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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