

# Primary and Secondary Labeling

White Flexible Polypropylene

*End Use Applications:*  
*Rigid Container Labeling*  
*Semi-Squeeze Container Labeling*  
*Full Squeeze Container Labeling*

*For Consumable Products including:*  
*Health and Beauty*  
*Household Chemical*  
*Food*

*For more information on FLEXcon's pressure-sensitive film solutions for primary and secondary container labeling, contact your local Sales Representative or our Product Identification Business Team at (508) 885-8300.*

*Product ID #: FLX060267*



Product: **Flexcon® SureFlex™ W120**

**Benefits:**

- 2 mil flexible white topcoated BOPP film is suitable for irregular shaped surfaces or large panel surfaces, including full squeeze and crimp
- Topcoat is compatible with a wide range of inks including UV Flexo, UV Screen, UV Letterpress, Water Flexo, Solvent Flexo and Screen
- V-01 high-performance, permanent acrylic adhesive adheres to a wide range of container types including low-surface energy HDPE
- Adhesive complies with FDA 175.105 for indirect food contact
- Backed with Flexcon® TracRite™ 120 polyester release liner for excellent on-press performance for tight registration graphics



# Flexcon® SureFlex™ W120

PRODUCT DATA	VALUE		TEST METHOD
Physical Properties			
Thickness (Mils[microns])	Film	2.0 (51) +/- 10%	ASTM D 3652 (Modified for use with non-tape products)
	Adhesive	0.5-0.6 (13-15) +/- 0.1 (3)	
	Liner	1.2 (30) +/- 10%	
Dimensional Stability (%)	No Shrinkage Observed		Applied Shrinkage: 24 hour dwell time on aluminum panel then 24 hours at 160°F (71°C)
Adhesion Properties			
Ultimate Peel from	Average		ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In	(N/m)	
Acrylic	42	(462)	
Aluminum	40	(440)	
Glass	38	(418)	
HDPE	16	(176)	
HDPE (Coronoa treated)	21	(231)	
Polyester	26	(286)	
Polypropylene	20	(220)	
PVC	35	(385)	
Stainless Steel	41	(451)	
Styrene	22	(242)	
Expected Shear			ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Room Temp (hours)	10		
Tack (gm/sq cm)	660		ASTM D 2979
Expected Exterior Life	Indoor use only		
Service Temperature Range	-40°F to 212°F (-40°C to 100°C)		
Minimum Application Temperature	35°F (1.7°C)		
Storage Stability	Two years 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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