

Indoor Carpet Advertising

Clear Safari Overlamine

Experienced marketers understand that by placing advertisements on indoor carpets near their products can improve lift rates. While quality carpet graphics can make a great impression, poor ones can make a bad one.

Pressure-sensitive films for carpet advertising must be able to withstand the wear and tear of heavy pedestrian traffic. They must meet or exceed industry accepted standards for slip resistance. And the adhesives must be strong enough to hold the graphic in place, yet be easily removed after the promotion. When done right, carpet graphics deliver.

*End-Use Applications:
Indoor Carpet Advertising*

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

Product ID #: FLX024305



Product: Flexcon® FlexMark® OV6604

Benefits:

- 23 mil embossed flexible clear safari overlaminating vinyl protects the printed graphic, and offers improved clarity for sharper images
- High-performance, permanent, pressure-sensitive acrylic adhesive bonds well to base film
- Adhesive offers excellent clarity and is designed to provide exceptional bond and excellent shear critical for durability under heavy foot traffic
- Smooth release liner provides improved adhesive clarity for vibrant graphics

FlexMark® OV6604 with [FlexMark® Floor Art™ 6640](#) 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.



Flexcon® FlexMark® OV6604

PRODUCT DATA	VALUE		TEST METHOD
Physical Properties			
Thickness (Mils[microns])	Film	23 (584) +/- 15%	ASTM D 3652 (Modified for use with non-tape products)
	Adhesive	1.9-2.1 (48-53) +/- 0.2 (5)	
	Liner	4.3 (109) +/- 10%	
Dimensional Stability (%)	MD	1.50	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)	
Acrylic	118	(1298)	
Glass	87	(957)	
Polypropylene	27	(297)	
Stainless Steel	81	(891)	
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 values caused by embossing		
Tack (gm/sq cm)	500		ASTM D 2979
Removability	Three months		
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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