

# Indoor Carpet Advertising

## White Opaque Base Film

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 #: FLX019095



**Product: FLEXcon® FLEXmark® floor art™ 6640T**

### Benefits:

- 3.5 mil flexible white opaque vinyl film that resists tearing and abrasion
- Flexible white opaque vinyl provides excellent cover-up for indoor low pile carpet
- Removable pressure-sensitive adhesive is designed to bond well to indoor low-pile commercial grade, stain resistant or non-stain resistant carpet
- Primed for excellent ink adhesion and printability via UV and conventional offset
- Backed with a 94 lb. premium grade moisture stable polycoated release liner with excellent layflat qualities for sheet-fed offset printing
- Approved base film for carpet graphic applications when used as a system with FLEXcon® FLEXmark® OV6601, FLEXmark® OV6603BN, or FLEXmark® OV6604 overlaminating film - meets or exceeds industry accepted standard for non-slip performance UL 410

Must be used with one of the following overlaminating films:

[FLEXmark® OV6601](#), [FLEXmark® OV6603BN](#), [FLEXmark® OV6604](#)

Additional Information:

[Application Instructions](#)

[Warranty](#)



# FLEXcon® FLEXmark® floor art™ 6640T

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties</b>		
Thickness (Mils[microns])	Film	3.5 (89) +/- 10%
	Adhesive	1.4-1.5 (36-38) +/- 0.1 (3)
	Liner	6.9 (175) +/- 10%
Dimensional Stability (%)	MD	1.0
	TD	0.75
<b>Adhesion Properties</b>		
Ultimate Peel from	Average	ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In (N/m)	
Low Pile Carpet (non-stain resistant)	2 (22)	
Low Pile Carpet (stain resistant)	2 (22)	
<b>Expected Shear</b>		ASTM D 3654 Method A
		a. 1 hr. dwell
		b. 1 sq. in. surface
		c. 4 lb. load
Room Temp (hours)	20	
<b>Tack (gm/sq cm)</b>	820	ASTM D 2979
<b>Expected Exterior Life</b>	Indoor use only	
<b>Service Temperature Range</b>	-40°F to 176°F (-40°C to 80°C)	
<b>Minimum Application Temperature</b>	50°F (10°C)	
<b>Storage Stability</b>	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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