

# Subway Signage

1, 2, or 3 Sheet Subway Posters

*Subway advertising is an effective way to reach a very large and busy audience - transit patrons. Pressure-sensitive film is preferred over paper due to its durability, print quality, ease of installation, and ability to withstand environmental challenges such as dirt, debris, and temperature variations. Specially formulated pressure-sensitive adhesives provide an exceptional bond to a variety of surfaces - painted and sealed concrete, painted sheetrock, ceramic and PVC tile, bare and stained/varnished wood, and is removable at the end of the short-term promotion.*

*End-Use Applications:  
1, 2, or 3 Sheet Subway Posters*

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

*Product ID #: FLX019922*



Product:

**Flexcon®  
RailMark™ 5372RS**

Benefits:

- 3.5 mil white opaque vinyl provides excellent hiding power
- Excellent printability via UV and solvent screen, UV and solvent inkjet, UV offset, and latex
- High-performance adhesive system is designed to adhere to smooth surfaces as well as rough-textured surfaces
- Adhesive bonds well to PVC, Varnished Wood, Lumber/Wood, Paint, and Ceramic
- Backed with a two-side poly coated 90 lb. layflat release liner with the green Flexcon® RailMark™ logo for ease of identification by printers and installers
- Approved and specified by OUTFRONT Media
- Meets flammability requirements [ASTM E 84 Class I or A Rated](#)

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

For installation instructions, visit: [Flexcon's Transit Technical Guide and Installation Instructions](#)

# Flexcon® RailMark™ 5372RS

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties</b>		
Thickness (Mils[microns])	Film	3.5 (89) +/- 10%
	Adhesive	1.6-1.7 (41-43) +/- 0.1 (3)
	Liner	6.9 (175) +/- 10%
Dimensional Stability (%)	MD	1.00
	TD	0.75
<b>Adhesion Properties</b>		
Ultimate Peel from	Average	ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In	(N/m)
Ceramic Tile	43	(473)
Painted Sheetrock	27	(297)
Painted/Sealed Concrete	33	(363)
Stainless Steel	56	(616)
Wood - Bare	39	(429)
Wood - Stained & Varnished	33	(363)
<b>Expected Shear</b>		
Room Temp (hours)	10	
Tack (gm/sq cm)	720	
Flammability	ASTM E 84 Class I or A Rated	
Expected Exterior Life	Two years	
Service Temperature Range	-40°F to 176°F (-40°C- 80°C)	
Minimum Application Temperature	50°F (10°C)	
Storage Stability	Shelf life of 2 years unprinted, or 1 year processed and applied within 1 year of processing.	
	Storage Conditions: Store at 70°F (21°C) and 50% relative humidity; out of direct sunlight.	

#### 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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