

# Shelf Marking

## Shelf Tags

*The shelf edge represents another "prime piece" of retail real estate that can be used to engage with the consumer, promote brand loyalty and to help increase sales.*

*End Use Applications:  
Shelf Markers  
Shelf Tags*

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

*Product ID #: FLX056661*



Product:

**Flexcon®  
Shelf Select® FWFZR**

Benefits:

- 3.0 mil flexible white vinyl with good chemical resistance to mild cleaning products
- Removable adhesive bonds well to powder-coated paint, metal, high- and low-surface energy plastics, and glass
- Clean removability allows for quick and efficient price or promotion changes
- White, layflat two-side polycoated release liner with a highly engineered backside, friction-coated layer which enables excellent tracking on press and reliable feeding through tabletop and big box laser printers
- 92 lb. liner ensures a lay flat product through the printer, converting, and application at the shelf including the refrigerator and the freezer
- Printable via flexographic and laser (with press applied varnish)

FLEXcon recommends that the product be applied to a clean, dry surface for optimum results.

FLEXcon also recommends "fit-for-use" testing under actual conditions.

# Flexcon® Shelf Select® FWFZR

PRODUCT DATA	VALUE		TEST METHOD
Physical Properties			
Thickness (Mils[microns])	Film	3.0 (76) +/- 10%	ASTM D 3652 (Modified for use with non-tape products)
	Adhesive	0.6-0.7 (15-18) +/- 0.1 (3)	
	Liner	6.7 (170) +/- 10%	
Dimensional Stability (%)	MD	0.50	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	30	(330)	
Acrylic	26	(286)	
Acrylic Coated Powder Paint	23	(253)	
Epoxy Coated Powder Paint	21	(231)	
Painted Metal	25	(275)	
Polyester Coated Powder Paint	17	(187)	
Polypropylene	21	(231)	
Polyurethane Coated Powder Paint	25	(275)	
Stainless Steel	37	(407)	
Styrene	35	(385)	
Tack (gm/sq cm)	230		ASTM D 2979
Expected Exterior Life	Indoor use only		
Service Temperature Range	-20°F to 176°F (-29°C to 80°C)		
Minimum Application Temperature	50°F (10°C)		
Storage Stability	One year 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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