

# Indoor Floor Advertising

## Rigid Clear Velvet Overlaminates

*Savvy marketers are placing advertisements on the floor directly in front of items being advertised to increase their product's presence and lift rate.*

*Pressure-sensitive films for floors must withstand the wear and tear of heavy pedestrian traffic, floor buffers, chemicals, waxes, solvents, and wax strippers, while also meeting or exceeding industry accepted standards for slip resistance.*

*The adhesive must hold the graphic in place, but also be cleanly removable after the promotion is over. Done right, floor graphics can be big ROI winners.*

*End-Use Applications:  
Indoor Floor Advertising  
Indoor Carpet Advertising  
Counter Graphics*

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

*Product ID #: FLX019124*



Product:

**Flexcon®  
FlexMark® OV6601**

Benefits:

- 6.2 mil velvet embossed rigid clear overlaminating vinyl film protects the printed graphic
- Velvet finish enhances graphic images, prevents glare
- Permanent overlaminating pressure-sensitive acrylic adhesive bonds well to base film surface
- Adhesive offers excellent clarity and is designed to provide exceptional bond and excellent shear critical for durability under heavy foot traffic
- Smooth release liner helps ensure smooth flow-out of adhesive on the overlaminating film

FlexMark® OV6601 with [FlexMark® Floor Art™ 4652](#), [FlexMark® Floor Art™ 6610](#), or [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® OV6601

PRODUCT DATA	VALUE	TEST METHOD		
<b>Physical Properties</b>				
Thickness (Mils[microns])	Film	ASTM D 3652 (Modified for use with non-tape products)		
	Film		6.2 (158) +/- 15%	
	Adhesive		1.6-1.7 (41-43) +/- 0.1 (3)	
	Liner		4.3 (109) +/- 10%	
Dimensional Stability (%)	MD	Applied Shrinkage: 24 hour dwell time on aluminum panel then 24 hours at 160°F (71°C)		
	TD		0.50	
<b>Adhesion Properties</b>				
Ultimate Peel from	Average	ASTM D 903 (Modified for 72 hour dwell time)		
	Oz/In		(N/m)	
	Acrylic		162	(1782)
	Glass		109	(1199)
	Polypropylene		Not recommended	
Stainless Steel	113	(1243)		
Expected Shear		ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load		
Room Temp (hours)	100			
Tack (gm/sq cm)	660	ASTM D 2979		
Expected Exterior Life	Indoor use only			
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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