

# Primary and Secondary Labeling

White Polypropylene

*End Use Applications:  
Rigid Container Labels  
Semi-Squeeze Container Labels  
Full Squeeze Container Labels*

*For Consumable Products  
including:  
Beverages  
Food  
Health & Beauty  
Household Chemical*

*For more information on  
FLEXcon's  
pressure-sensitive film  
solutions for Primary and  
Secondary Container  
Labeling, contact your local  
Sales Representative or our  
Product Identification  
Business Team at (508)  
885-8300.*

*Product ID #: FLX058033*



Product:

**Flexcon®**  
**OptiFlex® EZ™ WPP24014**  
PP 245 F White PTP V-01 44PP-8

Benefits:

- 2.45 mil flexible white polypropylene offers good diecutting properties and excellent resistance to a variety of environments
- Superior film conformability provides maximum label and graphic coverage
- Print-receptive film provides uniform and consistent printability\* via rotary letterpress, rotary screen and flexography
- Permanent pressure-sensitive acrylic adhesive bonds well to vinyl, high-density polyethylene, and polyester containers
- V-01 high-performance, permanent acrylic adhesive adheres to a wide range of container types including low-surface energy HDPE
- Adhesive complies with FDA 175.105 for indirect food contact
- Backed with a 44 lb. polycoated natural Kraft release liner ideal for roll-form converting
- Liner provides a good diecutting base and allows for high-speed dispensing

\*In-line corona treatment recommended to enhance print receptivity

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PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties</b>		
Thickness (Mils[microns])	Film	2.35 (60) +/-10%
	Adhesive	0.5-0.6 (13-15) +/- 0.1 (3)
	Liner	3.0 (76) +/- 10%
Dimensional Stability (%)	No Shrinkage Observed	Applied Shrinkage: 24 hour dwell time on aluminum panel then 24 hours at 160°F (71°C)
<b>Adhesion Properties</b>		
Ultimate Peel from	Average	ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In (N/m)	
Acrylic	44 (484)	
Glass	47 (517)	
HDPE	23 (253)	
Polyester	41 (451)	
Polypropylene	13 (143)	
Stainless Steel	50 (550)	
Styrene	42 (452)	
Expected Shear		ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Room Temp (hours)	10	
Tack (gm/sq cm)	620	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	32°F (0°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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