

# 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 #: FLX019169*



Product:

**Flexcon®  
FlexMark® Floor Art™ 6640**

Benefits:

- 3.5 mil flexible white opaque vinyl resists tearing and abrasion
- Flexible white opaque vinyl provides excellent cover-up of indoor low pile carpet
- Excellent printability with UV offset eco-solvent, solvent, and UV inkjet, and latex
- Removable pressure-sensitive adhesive is designed to bond well to indoor low-pile commercial grade, stain resistant or non-stain resistant carpet
- Backed with a layflat release liner for ease of printing and converting

FlexMark® Floor Art™ 6640 with [FlexMark® OV6601](#), [FlexMark® OV6603BN](#), or [FlexMark® OV6604](#) 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.

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



# Flexcon®

## FlexMark® Floor Art™ 6640

| 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)  |
| Expected Shear                        |  | ASTM D 3654 Method A<br>a. 1 hr. dwell<br>b. 1 sq. in. surface<br>c. 4 lb. load |
| Room Temp (hours)                     | 20   |   |
| Tack (gm/sq cm)                       | 820  | 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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