

# Primary and Secondary Labeling

## Cover-Up Label

*Specially Designed to Cover Up Existing Graphics*

*End Use Applications:  
Rigid Container Labeling  
Semi-Squeeze Container Labeling*

*For Consumable Products including:  
Health and Beauty  
Household Chemical*

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

*Product ID #: FLX057612*



Product:

**Flexcon®  
OptiFlex® Conceal™  
WPPM23313**

PPM 230 H White Opaque TC-332™ V-01  
TracRite™ 120

Benefits:

- 2.3 mil hard white opaque polypropylene (BOPP) metallized on one side for covering up pre-existing graphics
- Film can be either applied to the container or to the direct screen printed container
- Film provides excellent resistance to shrinkage, moisture, humidity and product contents
- Topcoat optimizes printability with flexographic, rotary screen, rotary letterpress inks and hot stamping
- 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 Flexcon® TracRite™ 120 polyester release liner for excellent on-press performance for tight registration graphics
- Release liner provides excellent surface smoothness for good adhesive wet out and serves as an excellent diecutting base for flexible substrates
- Release liner is ideal for roll-form applications that require high-speed dispensing

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 PPM 230 H White Opaque TC-332™ V-01 TracRite™ 120

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties</b>		
Thickness (Mils[microns])	Film	2.3 (58) +/- 10%
	Adhesive	0.5-0.6 (13-15) +/- 0.1 (3)
	Liner	1.2 (30) +/- 5%
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	52 (572)	
Glass	40 (440)	
HDPE	12 (132)	
Polyester	38 (418)	
Polypropylene	20 (220)	
Stainless Steel	54 (594)	
Styrene	42 (462)	
Expected Shear		ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Room Temp (hours)	5	
Tack (gm/sq cm)	730	ASTM D 2979
Expected Exterior Life	Indoor use only	
Service Temperature Range	-40°F to 212°F (-40°C to 100°C)	
Minimum Application Temperature	35°F (1.7°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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