

Promotional Advertising

White Opaque Vinyl - Removable

Self-adhesive film is an essential tool for indoor and outdoor promotional advertising, providing the durability, flexibility, and aesthetic quality that open up all kinds of possibilities for grabbing the consumer's attention for the duration of the advertising campaign.

End-Use Applications:

*Cooler Graphics
Counter Graphics
Display Graphics
General-Purpose Signage
Indoor Floor Graphics
Interior Signage
Shelf Graphics
Wall Graphics
Window Graphics*

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

Product ID #: FLX059985



Product: Flexcon® FlexMark® WR

Benefits:

- 3.5 mil flexible opaque white vinyl provides good opacity for covering up existing graphics
- High-performance removable adhesive bonds well to ABS, acrylic, aluminum, stainless steel, HDPE, painted metal, styrene, painted non-vinyl wallboard, glass, certain ceramic tile, sealed concrete, linoleum, and Formica®
- High-performance removable adhesive offers clean removability for up to 180 days
- Printable via UV and solvent screen, UV and solvent inkjet, and UV offset
- HP Latex compatible
- 90 lb. polycoated layflat release liner for ease of converting
- Meets flammability requirements [ASTM E 84 Class I or A Rated](#)

FlexMark® WR with [FlexMark® CP](#) or [FlexMark® OV6602](#) 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® WR

| PRODUCT DATA | VALUE | TEST METHOD |
|--------------------------------------|--|---|
| Physical Properties | | |
| Thickness (Mils[microns]) | Film | 3.5 (89) +/- 10% |
| | Adhesive | 0.8-0.9 (20-23) +/- 0.1 (3) |
| | Liner | 6.9 (175) +/- 10% |
| Dimensional Stability (%) | MD | 0.75 |
| | TD | 0.50 |
| Adhesion Properties | | |
| Ultimate Peel from | Average | ASTM D 903 (Modified for 72 hour dwell time) |
| | Oz/In (N/m) | |
| ABS | 17 (187) | |
| Aluminum | 17 (187) | |
| Ceramic Tile | 22 (242) | |
| Formica | 7 (77) | |
| Glass | 19 (209) | |
| Linoleum | 9 (99) | |
| Painted Metal | 18 (198) | |
| Painted Wood | 12 (132) | |
| Plexiglass | 24 (264) | |
| Sealed Concrete | 12 (132) | |
| Smooth Painted (non-vinyl) Wallboard | 8 (88) | |
| Stainless Steel | 22 (242) | |
| Styrene | 18 (198) | |
| Varnished Wood | 13 (143) | |
| Expected Shear | | ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load |
| Room Temp (hours) | Erratic shear due to removable adhesive | |
| Tack (gm/sq cm) | 350 | ASTM D 2979 |
| Flammability | Contact Tech Service at 508-885-8263 | |
| Expected Exterior Life | Two years | |
| Service Temperature Range | -20°F to 176°F (-29°C to 80°C) | |
| Minimum Application Temperature | 50°F (10°C) | |
| Storage Stability | Two years stored at 70°F (21°C) and 50% RH | |

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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