

# 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

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

Formica® is a registered trademark of the Diller Corp.



# Flexcon® FlexMark® WR

PRODUCT DATA	VALUE		TEST METHOD
Physical Properties			
Thickness (Mils[microns])	Film	3.5 (89) +/- 10%	ASTM D 3652 (Modified for use with non-tape products)
	Adhesive	0.8-0.9 (20-23) +/- 0.1 (3)	
	Liner	6.9 (175) +/- 10%	
Dimensional Stability (%)	MD	0.75	Applied Shrinkage: 24 hour dwell time on aluminum panel then 24 hours at 160°F (71°C)
	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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