

# Wall Graphics - Rough-Textured Surfaces

## White Opaque Cast Vinyl - Base Film

*Advertisers and architects are using walls for small, medium, and large scale ads and murals. Wall advertising applications have many requirements and present numerous challenges including rough-textured surfaces. The films and adhesives used must be able to conform and bond to the textured wall surface, while offering easy application and removal. Films must be durable enough to withstand high heat, elongation, and resist tearing during installation. In addition, opaque enough to cover existing wall surfaces.*

*End-Use Applications:  
Wall Graphics  
Interior & Exterior Signage*

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

*Product ID #: FLX063986*



Product:

**Flexcon®  
FlexMark® BilBrd™ CWRTS**

Benefits:

- 2 mil white opaque cast vinyl is part of the Painted-On-Look Cast System, FlexMark® BilBrd™ CWRTS and BusArt™ OV5055 - for rough, textured walls. Graphics applied with heat gun and foam roller
- The Painted-On-Look Cast System has excellent dimensional stability, resistance to heat, and conformability along with 150% elongation
- Permanent adhesive adheres to rough, textured surfaces (unsealed/sealed concrete, and brick)
- The unsealed surface must not have any loose paint, grit or chalk present
- Backed with a 90 lb. moisture-stable polycoated layflat release liner for ease of converting
- Printable via UV and solvent inkjet, UV and solvent screen, and latex
- Graphics remove cleanly (removability is optimized with heat)

The system comprises of FlexMark® BilBrd™ CWRTS base film and [BusArt™ OV5055](#) overlamine. For installation instructions, visit: [Flexcon's Technical Guide and Application Instructions.](#)

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

Due to the variability of the application surface and the heat installation method, peel data on the REVERSE SIDE is based on stainless steel.

# Flexcon® FlexMark® BilBrd™ CWRTS

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties</b>		
Thickness (Mils[microns])	Film	2.0 (51) +/- 10%
	Adhesive	1.5-1.6 (38-41) +/- 0.1 (3)
	Liner	6.9 (175) +/- 10%
Dimensional Stability (%)	MD	0.20
	TD	0.10
<b>Adhesion Properties</b>		
Ultimate Peel from	Average	ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In (N/m)	
Stainless Steel	55 (605)	
<b>Expected Shear</b>		
Room Temp (hours)	25	
Tack (gm/sq cm)	420	ASTM D 2979
Expected Exterior Life	7 years	
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.

Last Modified On: 03/18/2024

