Consumer Durables

Matte Topcoated White Polyester - Roll Form

End Use Applications:
Compliance Labels
Warning & Instructional Labels
Nameplates
Brand Identity Labels

Markets including:
Appliance
Automotive
Heavy/Outdoor Equipment
Industrial/Manufacturing
Power Equipment

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

Product ID #: FLX068704

Product: Flexcon® NexGen™ MWP344

Benefits:

- Matte topcoated 2.0 mil white polyester provides consistent surface smoothness, excellent dimensional stability, and endurance to varying temperatures
- Topcoat provides excellent resistance to chemicals, moisture, smudging and scratching
- Printable via resin and wax/resin thermal transfer; UV & solvent screen; UV, solvent & water flexo; laser (toner); and narrow-format UV inkjet
- Matte filled topcoat allows for successful printing with a wider range of wax/resin ribbons
- Unique matte topcoat allows for greater than four times as many die revolutions before retooling compared with competing label materials
- Permanent acrylic pressure-sensitive adhesive bonds well to low- and high-surface energy plastics, painted metal, powder-coated paint, polycarbonate and fiberglass
- Backed with a 50 lb. bleached kraft release liner made from up to 30% post-consumer waste, ideal for roll-form converting
- Liner is suitable for optical sensing on most thermal transfer printers
- UL recognized under UL 969 – UL File No. PGJI2.MH16635 Printing Materials – Component
- cUL recognized under UL File No. PGJI8.MH16635 – Printing Materials Certified for Canada – Component – under CAN/CSA standard C22.2, No. 0.15

All narrow-format UV inkjet systems are different; therefore, we recommend "fit-for-use" testing.

For laser diecutability, please check with your equipment manufacturer.

Flexcon® NexGen™ MWP344

PRODUCT DATA	VALUE		TEST METHOD
Physical Properties			
Thickness (Mils[microns])	MTC & Film	2.1 (53) +/- 10%	ASTM D 3652 (Modified for use with non-tape products)
	Adhesive	0.8-0.9 (20-23) +/- 0.1 (3)	
	Liner	3.1 (79) +/- 10%	
Dimensional Stability (%)	No Shrinkage Observed		Applied Shrinkage: 24 hour dwell time on aluminum panel then 24 hours at 160°F (71°C)
Adhesion Properties			
Ultimate Peel from	Average		ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In	(N/m)	
ABS	60	(660)	
Acrylic	74	(814)	
Acrylic Powder Paint	59	(649)	
Aluminum	54	(594)	
Epoxy Powder Paint	67	(737)	
Glass	66	(726)	
HDPE	32	(352)	
Painted Metal	57	(627)	
Polycarbonate	58	(638)	
Polyester	87	(957)	
Polyester Powder Paint	55	(605)	
Polypropylene	8	(88)	
Polyurethane Powder Paint	72	(792)	
Stainless Steel	70	(770)	
Styrene	54	(594)	
Expected Shear			ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Room Temp (hours)	50		
Tack (gm/sq cm)	360		ASTM D 2979
Expected Exterior Life	Two years		
Service Temperature Range	-40°F to 302°F (-40°C to 150°C)		
Minimum Application Temperature	50°F (10°C)		
Storage Stability	Two years when stored at 70°F (21°C) and 50% relative humidity		

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