

# Consumer Durables

Matte Topcoated White Polyester - Sheet 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 #: FLX068705*



**Product:** Flexcon® NexGen™ MWP344S

**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
- 90 lb. moisture stable polycoated release liner is ideal for roll-to-sheet and sheet-form converting on most narrow-format presses
- UL recognized under UL 969 - UL File No. PGJ12.MH16635 Printing Materials - Component
- cUL recognized under UL File No. PGJ18.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™ MWP344S

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties</b>		
Thickness (Mils[microns])	MTC & Film	2.1 (53) +/- 10%
	Adhesive	0.9-1.0 (23-25) +/- 0.1 (3)
	Liner	6.9 (175) +/- 10%
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)	
ABS	60 (660)	
Acrylic	77 (847)	
Acrylic Powder Paint	59 (649)	
Aluminum	54 (594)	
Epoxy Powder Paint	67 (737)	
Glass	68 (748)	
HDPE	32 (352)	
Painted Metal	57 (627)	
Polycarbonate	58 (638)	
Polyester	87 (957)	
Polyester Powder Paint	55 (605)	
Polypropylene	15 (165)	
Polyurethane Powder Paint	72 (792)	
Stainless Steel	55 (605)	
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)	30	
Tack (gm/sq cm)	1030	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	

## 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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