

# Promotional Advertising

White Opaque Vinyl - Permanent - Air Egress Liner

*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  
Interior Signage  
Outdoor Signage  
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 #: FLX056169*



Product:

**Flexcon®  
FlexMark® WPAE**

Benefits:

- 3.5 mil flexible opaque white vinyl provides good opacity for covering up existing graphics
- Film provides good resistance to scuffing, tearing and abrasion
- Printable via UV and solvent screen, UV and solvent inkjet, UV offset, and latex
- High-performance permanent adhesive bonds well to ABS, acrylic, Formica®, aluminum, stainless steel, HDPE, painted metal, styrene, painted non-vinyl wallboard, glass and more
- Backed with a 90 lb. air egress release liner that reduces entrapment of air

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

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# Flexcon® FlexMark® WPAE

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties</b>		
Thickness (Mils[microns])	Film	3.5 (89) +/- 10%
	Adhesive	0.9-1.0 (23-25) +/- 10%
	Liner	6.9 (175) +/- 10%
Dimensional Stability (%)	MD	0.75
	TD	0.75
<b>Adhesion Properties</b>		
Ultimate Peel from	Average	ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In (N/m)	
ABS	62 (682)	
Acrylic Powder Paint	72 (792)	
Aluminum	66 (726)	
Formica	45 (495)	
Glass	64 (704)	
Painted Metal	70 (770)	
Painted Wood	29 (319)	
Plexiglass	69 (759)	
Polycarbonate	69 (759)	
Polypropylene	24 (264)	
Smooth Painted (non-vinyl) Wallboard	48 (528)	
Stainless Steel	70 (770)	
Styrene	59 (649)	
Varnished Wood	40 (440)	
Expected Shear		ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Room Temp (hours)	15	
Tack (gm/sq cm)	750	ASTM D 2979
Flammability	Contact Tech Service at 508-885-8263	
Expected Exterior Life	Two 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 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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