

# Shelf Marking

## Shelf Tags

*The shelf edge represents another "prime piece" of retail real estate that can be used to engage with the consumer, promote brand loyalty and to help increase sales.*

*End Use Applications:  
Shelf Markers  
Shelf Tags*

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

*Product ID #: FLX069139*



Product:

**Flexcon®  
Shelf Select® CPET1FZR**

Benefits:

- 1.0 mil clear polyester (non-vinyl) with good chemical resistance to mild cleaning products
- Film contains up to 30% Post Industrial Recycled content
- Removable adhesive bonds well to powder-coated paint, metal, high- and low-surface energy plastics, and glass
- Clean removability allows for quick and efficient price or promotion changes
- White, layflat two-side polycoated release liner with a highly engineered backside, friction-coated layer which enables excellent tracking on press and reliable feeding through tabletop and big box laser printers
- 92 lb. liner ensures a lay flat product through the printer, converting, and application at the shelf including the refrigerator and the freezer
- Printable via flexographic and laser (with press applied varnish)

Flexcon recommends that the product be applied to a clean, dry surface for optimum results.

Flexcon also recommends "fit-for-use" testing under actual conditions.

# Flexcon® Shelf Select® CPET1FZR

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties</b>		
Thickness (Mils[microns])	Film	1.0 (25) +/- 10%
	Adhesive	0.6-0.7 (15-18) +/- 0.1 (3)
	Liner	6.7 (170) +/- 10%
Dimensional Stability (%)	MD	0.25
	TD	0.25
<b>Adhesion Properties</b>		
Ultimate Peel from	Average	ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In	(N/m)
	Acrylic	21 (231)
	Acrylic Powder Coated Paint	20 (220)
	Epoxy Powder Coated Paint	20 (220)
	Glass	9 (99)
	Polyester Powder Coated Paint	21 (231)
	Polypropylene	12 (132)
	Polyurethane Powder Coated Paint	21 (231)
	Stainless Steel	12 (132)
	Styrene	19 (209)
Tack (gm/sq cm)	260	ASTM D 2979
Expected Exterior Life	Indoor use only	
Service Temperature Range	-20°F to 302°F (-29°C to 150°C)	
Minimum Application Temperature	50°F (10°C)	
Storage Stability	One year when stored at 70°F (21°C) and 50% relative humidity	

For guidance only - the data presented are based on three or less product forms and Suitability

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