

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
Physical Properties			
Thickness (Mils[microns])	Film	1.0 (25) +/- 10%	ASTM D 3652 (Modified for use with non-tape products)
	Adhesive	0.6-0.7 (15-18) +/- 0.1 (3)	
	Liner	6.7 (170) +/- 10%	
Dimensional Stability (%)	MD	0.25	Applied Shrinkage: 24 hour dwell time on aluminum panel then 24 hours at 160°F (71°C)
	TD	0.25	
Adhesion Properties			
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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Last Modified On: 02/16/2024

