

# Indoor Floor Advertising System

## White Opaque Base/Clear Velvet Overlamine

*In an effort to increase presence at the point-of-purchase in supermarkets, retail stores and malls, savvy marketers are placing advertisements on the floor directly in front of items being advertised. Pressure-sensitive film solutions for floors must withstand abrasion from heavy foot traffic, floor buffers, chemicals, waxes, solvents, and wax strippers, while also meeting ASTM non-slip standards. The adhesive must hold the graphic in place, but also be cleanly removable after the promotion is over. Floor advertising is an effective way to increase your product's exposure and appeal.*

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



While indoor floor advertising is ideal for attracting heavy foot traffic, it must also endure the associated wear and tear to be completely effective throughout the life of the graphic. FLEXcon's product system ensures application success with complete satisfaction. When the products are used in this system format, a product warranty is provided. By using our suggested overlamine and printable base film, our system will meet the graphic and functional requirements of the application. Our system provides an exceptional bond to many indoor floor surfaces, maintains clean removability up to 180 days from installation and meets industry standards for non-slip performance (ASTM D 2047). For the longest-term use of your indoor floor advertisements, FLEXcon's Indoor Floor Product System is the guaranteed choice.



# Indoor Floor Advertising System

## White Opaque Base/Clear Velvet Overlaminates

**Product: FLEXmark® V 400 F White Opaque A-109 90 PFW (Base Film)**

**Benefits:**

- 3.4 mil flexible white opaque vinyl resists tearing and abrasion
- White opaque vinyl provides excellent whiteness for cover-up of floor surface colors
- Film is designed for durability and removability up to 180 days following installation
- Removable pressure-sensitive acrylic adhesive bonds well to waxed commercial PVC tile, ceramic tile, sealed concrete and linoleum
- Excellent printability with UV and solvent screen, UV and solvent inkjet, and UV lithographic inks
- Excellent stay flat release liner properties for printing and converting
- Base film when used as a system with FLEXmark OV 650 R Clear Velvet V-29 71B PMO-8 overlaminates, exceeds industry standards for non-slip performance (ASTM D 2047)

**Product: FLEXmark® OV 650 R Clear Velvet V-29 71B PMO-8 (Overlaminates)**

**Benefits:**

- 6.2 mil velvet embossed rigid clear overlaminate vinyl film protects the printed graphic
- Thicker gauge and embossed velvet finish minimizes wrinkling and endures heavy foot traffic
- Permanent pressure-sensitive adhesive bonds well to base film
- Adhesive offers excellent clarity for vibrant graphics
- Smooth release liner offers excellent adhesive clarity
- Converts efficiently through the overlaminating and diecutting operations
- Film exceeds industry standards for non-slip performance (ASTM D 2047), when used as the overlaminates with FLEXmark® V 400 F White Opaque A-109 90 PFW (base film)

**Recommendations for Both Base Film & Overlaminates:**

- Please refer to FLEXcon's Graphic Advertising for Floors Warranty and Application Instructions for more information

**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.



## FLEXmark® V 400 F White Opaque A-109 90 PFW (Base Film)

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties:</b>		
Thickness (Mils[microns])	Film: 3.4 (86) +/- 10% Adhesive: 1.1-1.2 (28-30) +/- 0.1 (3) Liner: 6.9 (175) +/- 10%	ASTM D 3652
Dimensional Stability (%)	MD: 0.50 TD: 0.50	Applied Shrinkage: 24 hour dwell time on aluminum panel then 24 hours at 160°F (71°C)
Chemical Resistance:	Isopropyl Alcohol: Good Oil: Good Water: Good Vinegar: Good	
<b>Adhesion Properties:</b>		
Ultimate Peel from	Average	ASTM D 903 (Modified for 72 hour dwell time)
	Oz/in (N/m)	
Ceramic Tile	3 (33)	
Linoleum	3 (33)	
PVC Tile	24 (264)	
Sealed Concrete	4 (44)	
Varnished Wood	6 (66)	
Expected Shear (hours)	5	ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Tack (gm)	130	ASTM D 2979
<b>Service Temperature Range:</b>	-40°F to 176°F (-40°C to 80°C)	
<b>Minimum Application Temperature:</b>	50°F (10°C)	
<b>Storage Stability:</b>	Two years when stored at 70°F (21°C) and 50% relative humidity	

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# FLEXmark® OV 650 R Clear Velvet V-29 71B PMO-8 (Overlamine)

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties:</b>		
Thickness (Mils[microns])	Film: 6.2 (158) +/- 15% Adhesive: 1.6-1.7 (41-43) +/- 0.1 (3) Liner: 4.5 (114) +/- 10%	ASTM D 3652
Dimensional Stability (%)	MD: 0.50 TD: 0.50	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
	Oz/in (N/m)	(Modified for 72 hour dwell time)
Stainless Steel	109 (1199)	
Acrylic	134 (1474)	
Glass	123 (1353)	
Polypropylene	4 (44)	
Expected Shear (hours)	100	ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Tack (gm)	660	ASTM D 2979
<b>Service Temperature Range:</b>	-40°F to 176°F (-40°C to 80°C)	
<b>Minimum Application Temperature:</b>	50°F (10°C)	
<b>Storage Stability:</b>	Two years when stored at 70°F (21°C) and 50% relative humidity	

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