

## Indoor Floor Advertising System White Opaque Base/Frosty Clear Safari 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 LexJet at (800) 453-9538.**



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

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## White Opaque Base/Frosty Clear Safari 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 600 Frosty Clear Safari V-29 71B PMO-8 overlaminates, exceeds industry standards for non-slip performance (ASTM D 2047)

**Product: FLEXmark® OV 600 Frosty Clear Safari V-29 71B PMO-8 (Overlaminates)**

**Benefits:**

- 6.0 mil frosty clear safari overlaminating vinyl film protects the printed graphic
- Safari finish reduces glare on printed graphics
- 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.



11-08



# Indoor Floor Advertising System

## 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 (SAE 10W-30): Good Water: Good Acetic Acid: 5%	ASTM D 896 (Modified for number of cycles and cycle time)
<b>Adhesion Properties:</b>		
Ultimate Peel from	Average	ASTM D 903 (Modified for 72 hour dwell time on listed surface)
Ceramic Tile	3 Oz/in (33) (N/m)	
Linoleum	3 (33)	
PVC Tile	24 (264)	
Sealed Concrete	4 (44)	
Varnished Wood	6 (66)	
<b>Expected Shear:</b>		ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Room Temp (hours)	5	
Tack (gm)	130	ASTM D 2979
<b>Expected Exterior Life:</b>	Indoor use only	
<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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# Indoor Floor Advertising System

## FLEXmark® OV 600 Frosty Clear Safari V-29 71B PMO-8 (Overlamine)

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties:</b>		
Thickness (mils[microns])	Film: 6.4 (163) +/- 10% Adhesive: 1.6-1.7 (41-43) +/- 0.1 (3) Liner: 4.3 (109) +/- 10%	ASTM D 3652
Dimensional Stability (%)	MD: 0.75 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 (Modified for 72 hour dwell time on listed surface)
Acrylic	61 (671)	
Glass	29 (319)	
Polypropylene	9 (99)	
Stainless Steel	31 (341)	
<b>Expected Shear:</b>		
Room Temp (hours)	Erratic shear values caused by embossing	ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Tack (gm/sq cm)	370	ASTM D 2979
<b>Expected Exterior Life:</b>	Indoor use only	
<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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### **FLEXcon's Warranty & Limited Remedy Policy for Graphic Advertising for Floors, Indoor Carpets & Outdoor Walkways**

This warranty is made in lieu of any and all other express or implied warranties, including any implied warranty of merchantability. FLEXcon warrants that its Systems for Graphic Advertising for Floors, Indoor Carpets & Outdoor Walkways, constructed using only FLEXcon overlamine films, marking films, and produced and installed in accordance with FLEXcon's written instructions, will for a period of six (6) months (floors and indoor carpets) or of three (3) months (outdoor walkways) after application (i) maintain quality excepting ordinary and expected wear and tear; and (ii) will adhere to FLEXcon's recommended surfaces and be removable without damage to the surface\*. FLEXcon will replace or refund the price of such quantity of FLEXcon Graphic Advertising for Floors, Indoor Carpets & Outdoor Walkways films found not to meet this warranty.

The warranty is exclusive. In no case shall FLEXcon be liable for any other direct or indirect damages or loss, including without limitation any incidental, special, or consequential damages, or any labor charges incident to the removal or replacement of Graphic Advertising for Floors, Indoor Carpets, or Outdoor Walkways. This warranty and limited remedy does not limit or exclude any claims for personal injury allegedly caused by the negligence of FLEXcon Co. Inc.

*\*For indoor carpets and outdoor walkways, it is normal for adhesive residue to remain on the application surface when the graphic is removed and shadowing/staining may occur.*





# Graphic Advertising for Floors Application Instructions

FLEXcon's System for Graphic Advertising for Floors is designed to be applied to smooth surfaces including: waxed and non-waxed commercial PVC tile, certain ceramic tile, and sealed concrete.

### FLOOR CONDITION:

Floor surface must be clean prior to application of graphics. Traditional floor cleaning methods can be used to prepare the surface. Insure that the floor surface is adequately dry before application of graphics.

### APPLICATION METHOD:

1. Peel the backing paper (release liner) 1" down from the top. Fold, and crease the backing paper.
2. Align and apply the graphic starting at the top using firm strokes with a plastic squeegee, stiff cardboard, or a soft cloth. Continue removing the backing paper and smooth out with the squeegee. Re-squeegee the edges of the graphic using firm strokes to insure edge adhesion.

### ROUTINE MAINTENANCE:

1. Do not clean or wax graphics for at least 24 hours after application.
2. When selecting a floor wax, insure it meets or exceeds ASTM D 2047 standards for appropriate static coefficient of friction (.5 min)
3. Avoid damaging graphics by heavy equipment traffic (fork trucks, pallets, or other heavy equipment).

NOTE: To avoid risk of injury, immediately remove graphics if any edge of the graphic lifts, and replace with a new graphic.

### REMOVAL INSTRUCTIONS:

- Lift one edge of the graphic and pull, using short quick strokes. Pull at an angle less than 45 degrees for best results.





# Graphic Advertising for Indoor Carpets Application Instructions

FLEXcon's System for Graphic Advertising for Indoor Carpets is designed to be applied to low-pile commercial-grade, stain-resistant or non-stain resistant carpets only.

### CARPET CONDITION:

Carpet surface must be free of lint and debris prior to application of graphics. A thorough vacuuming is recommended. If recently shampooed or steam cleaned, make sure that the carpet surface is completely dry before application of graphics. [NOTE: FLEXcon's System for Graphic Advertising for Indoor Carpets can be applied at a temperature as low as 55°F (13°C).]

### APPLICATION METHOD:

1. Peel the backing paper (release liner) 1" down from the top. Fold, and crease the backing paper.
2. Align and apply the graphic starting at the top using firm strokes with a plastic squeegee, stiff cardboard, or a soft cloth. Continue removing the backing paper and smooth out with the squeegee. Re-squeegee the edges of the graphic using firm strokes to insure edge adhesion.

### ROUTINE MAINTENANCE:

1. Do not clean or vacuum over graphics for at least 24 hours after application.
2. Warm water/mild soap (dish detergent) and sponge can be used to periodically clean top surface of graphic.

NOTE: To avoid risk of injury, immediately remove graphics if any edge of the graphic lifts, and replace with a new graphic.

### REMOVAL INSTRUCTIONS:

1. Lift one edge of the graphic and pull, using short quick strokes. Pull at an angle less than 45 degrees for best results.

NOTE: Not all low-pile carpets are manufactured identically. Graphics may not have the same adherence properties on some low-pile **plush** carpets as on other commercial grade low-pile carpets. Please test all carpet surfaces prior to final application of graphic to be sure adhesive removes cleanly. It is normal to notice a shadow where the graphic was placed because the area under the graphic will be cleaner than surrounding area.





# Graphic Advertising for Outdoor Walkways Application Instructions

FLEXcon's System for Graphic Advertising for Outdoor Walkways is designed to be applied to slightly textured unsealed asphalt and well cured unsealed concrete outdoor walkway surfaces. It is designed for exterior foot traffic only and is not designed for roadways involving automobile traffic.

### **OUTDOOR WALKWAY CONDITION:**

Outdoor walkway surface must be clean prior to application of graphics. A rigid/rough bristle broom can be used to clean away sand/loose debris. Warm water with a hand scrub brush should then be used to clean remaining surface debris. Make sure that the outdoor walkway surface is adequately dry before the application of graphics. (NOTE: FLEXcon's System for Graphic Advertising for Outdoor Walkways is designed to be applied at a minimum temperature of 50°F (10°C). It is not designed for cold weather installations.)

### **APPLICATION METHOD:**

1. Peel the backing paper (release liner) 1" down from the top. Fold, and crease the backing paper.
2. Align and apply the graphic starting at the top using firm strokes with a plastic squeegee. Continue removing the backing paper and smooth out with the squeegee. Re-squeegee the edges of the graphic using firm strokes to insure edge adhesion.

### **ROUTINE MAINTENANCE:**

1. Warm water/mild soap (dish detergent) and sponge can be used to periodically clean top surface of graphic.
2. Avoid damaging graphics with heavy equipment traffic (fork trucks, pallets, or other heavy equipment).

**NOTE:** To avoid risk of injury, immediately remove graphics if any edge of the graphic lifts, and replace with a new graphic.

### **REMOVAL INSTRUCTIONS:**

1. Lift one edge of the graphic (using a putty knife) and pull, using short quick strokes. Pull at an angle less than 45 degrees for best results.
2. Based on application surface condition, some adhesive residue may be experienced. Warm water with dish detergent and a rigid bristle brush should be used to clean residue. Evaluate the use of a citrus-based cleaner on the application surface.

**NOTE:** It is normal to notice a shadow where the graphic was placed because the area under the graphic will be cleaner than surrounding area.

### **STORAGE INSTRUCTIONS:**

1. It is recommended that unprinted film be stored horizontally
2. It is recommended that printed graphics be stored and shipped lying flat or rolled graphics side out to help prevent film from wrinkling or popping off of the liner

