

## Outdoor Wall Graphics Advertising System White Opaque Base/Luster Overlamine (Long-Term/Permanent)

Advertisers and architects are finding new applications - such as large scale ads and murals - for pressure-sensitive film on wall surfaces. Wall advertising applications have many requirements and present numerous challenges. The adhesives used must be able to bond well to a smooth painted concrete surface, while offering easy application and removal. Films must be durable enough to withstand tearing and opaque enough to cover any previously existing wall markings. Promoting your message/brand on the wall is an ideal way to capitalize on the benefits of large format advertising. **For more information on FLEXcon's pressure-sensitive film solutions for wall graphics, contact LexJet at (800)453-9538.**



Outdoor wall graphic advertising is ideal for capturing consumer attention, as well as branding your product. FLEXcon's system ensures application success with complete satisfaction. Our system provides an exceptional bond to smooth painted concrete for the life of the advertisement. For long-term/permanent wall graphics, FLEXcon's Outdoor Wall Graphics Advertising System is the guaranteed choice.



## Outdoor Wall Graphics Advertising System

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## White Opaque Base/Luster Overlaminates (Long-Term/Permanent)

**Product: FLEXmark® BILBRD™ BWV (Base Film)**

**Benefits:**

- 3.5 mil flexible bright white opaque vinyl offers bright contrast for excellent graphic reproduction
- Film provides good opacity for covering up existing markings on the wall
- Film provides good resistance to scuffing, tearing, and abrasion
- Excellent printability via UV and solvent screen, UV and solvent inkjet, and UV lithographic inks
- High-performance, aggressive permanent pressure-sensitive adhesive bonds well to smooth painted concrete
- Excellent stay flat release liner properties for printing and converting
- Ideal for sheet-form converting

**Product: JETbond® 44138 (Overlaminates)**

**Benefits:**

- 3.5 mil luster vinyl is durable and resists scratches and fingerprints
- Film protects the underlying graphics from harsh environmental conditions
- Provides a luster appearance that many applications require
- Permanent pressure-sensitive acrylic adhesive bonds well to printed base film surface
- Backed with a smooth release liner for adhesive clarity

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

- We recommend printed graphics be overlaminated with JETbond® 44138 to provide abrasion resistance

**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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## FLEXmark® BILBRD™ BWV (Base Film)

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties:</b>		
Thickness (mils[microns])	Film: 3.5 (89) +/- 10% Adhesive: 1.0-1.1 (25-28) +/- 0.1 (3) Liner: 6.9 (175) +/- 10%	ASTM D 3652
Dimensional Stability (%)	MD: 0.75 TD: 0.75	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
Smooth Painted Concrete	Oz/in (N/m) 34 (374)	(Modified for 72 hour dwell time on listed surface)
<b>Expected Shear:</b>		
Room Temp (hours)	50	ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Tack (gm/sq cm)	450	ASTM D 2979
<b>Expected Exterior Life:</b>	Up to two years	
<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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## Outdoor Wall Graphics Advertising System

### JETbond® 44138 (Overlaminates)

PRODUCT DATA	VALUE	TEST METHOD
<b>Physical Properties:</b>		
Thickness (mils[microns])	Film: 3.5 (89) +/- 10% Adhesive: 0.9-1.0 (23-25) +/- 0.1 (3) Liner: 3.1 (79) +/- 10%	ASTM D 3652
Dimensional Stability (%)	No Shrinkage Observed	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	Oz/in (N/m) 76 (836)	
Glass	68 (748)	
Stainless Steel	61 (671)	
<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)	70	
Tack (gm/sq cm)	430	ASTM D 2979
<b>Expected Exterior Life:</b>	Up to two years	
<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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