

Bus Posters - Kings/Queens/Tails Screen/Inkjet/UV Litho (Offset)

Buses have always been a popular way for advertisers to deliver promotional messages to potential customers on a local basis. Bus posters are effective because they can convey a message over a wide geographic area reaching a large audience, whether they are passengers, motorists or pedestrians. Displayed on the side and back panels of buses, bus posters must stand up to a range of tough environmental conditions. These conditions include UV rays, moisture, temperature extremes and abrasion - often 24 hours a day, seven days a week, for up to 12 months. Graffiti and exhaust fumes also present challenges. A pressure-sensitive film and adhesive product is ideal for these applications because it is durable to withstand the stringent environment conditions and bonds well to painted metal and plastic without peeling or lifting. Bus posters are an ideal way to advertise your brand to a mass audience. **For more information on FLEXcon's pressure-sensitive film solutions for bus posters, contact LexJet at (800)453-9538.**



Product:

BUSmark® 5800

Benefits:

- 3.4 mil flexible white opaque vinyl offers high opacity for covering previous graphics
- Film provides good resistance to scuffing, tearing and abrasion
- Excellent printability via UV screen, solvent screen, UV solvent inkjet and UV lithography
- Removable pressure-sensitive acrylic adhesive bonds well to painted metal and painted plastic
- Adhesive is cleanly removable for up to one year from most smooth OEM surfaces. This product will not damage paint on sound* OEM or repainted bus surfaces
- Up to three layers may be applied provided the original BUSmark signage has been applied for six months or less
- Excellent stay flat release liner properties for printing and converting
- Approved and specified by both Titan Worldwide and CBS Outdoor (formerly Viacom Outdoor) for bus king, queen and tail posters

Recommendations: This product is designed for use on smooth, flat surfaces and should not be applied over corrugations or rivets. Prior to application, the surface(s) must be clean and dry. Please be sure that printed graphics, using solvent inkjet, have been allowed to thoroughly dry, either through the use of heat or by exposing unrolled material to the air. If excessive solvents remain, they may penetrate the vinyl causing it to become overly soft and pliable, inhibiting proper installation of the graphic.

*Sound paint surface is defined as possessing a 20 lb. per inch minimum peel bond between the paint and paint-receptive surface.

Wide Format Digital Media Provided By:



BUSmark® 5800

PRODUCT DATA	VALUE	TEST METHOD
Physical Properties		
Thickness (Mils[microns])	Film	3.4 (86) +/- 10%
	Adhesive	0.8-0.9 (20-23) +/- 0.1 (3)
	Liner	6.9 (175) +/- 10%
	Opacity (% of light transmittance)	9-10 (standard BUSmark V 400 FW 22% maximum)
Dimensional Stability (%)	MD	less than 0.75
	TD	less than 0.75
Elongation (%)	MD	110 +/- 25
	TD	200 +/- 50
Tensile Strength (psi)	MD	13 +/- 10%
	TD	12 +/- 10%
Adhesion Properties		
Ultimate Peel from	Average	ASTM D 903 (Modified for 72 hour dwell time)
	Oz/In (N/m)	
Painted Metal	25 (275)	
Painted Plastic	27 (297)	
Expected Shear		
Room Temp (hours)	5	ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Tack (gm/sq cm)	230	ASTM D 2979
Removability	Up to one year	
Service Temperature Range	-20°F to 176°F (-29°C to 80°C)	
Minimum Application Temperature	50°F (10°C)	
Storage Stability	Two years when stored at 70°F (21°C) and 50% relative humidity	

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.
Last Modified On: 01/12/2007

Wide Format Digital Media Provided By:

