

Indoor Floor Advertising

White Opaque Base Film

Savvy marketers are placing advertisements on the floor directly in front of items being advertised to increase their product's presence. 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.

End-Use Applications:
Indoor Floor Advertising

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

Product ID #: FLX000106



This image is an example of how FLEXcon products may be used

Product: **FLEXmark® V 400 F White Opaque A-109 90 PFW**

Benefits:

- 3.5 mil flexible white opaque vinyl resists tearing and abrasion
- Flexible white opaque vinyl provides excellent cover-up and whiteness
- Film is designed for durability and removability up to 180 days following installation
- Removable pressure-sensitive acrylic adhesive bonds well to waxed and non-waxed commercial PVC tile, certain ceramic tile, sealed concrete, and linoleum
- Excellent printability with UV and solvent screen, UV and solvent inkjet, and UV lithographic inks
- Excellent layflat release liner properties for printing and converting
- Base film when used as a system with FLEXmark® OV 400 H Clear V-29 100 Poly H-9, FLEXmark® OV 650 R Clear Velvet V-29 71B PMO-8, or FLEXmark® OV 600 Frosty Clear Safari V-29 71B PMO-8 overlaminating film meets industry standards for non-slip performance (ASTM D 2047)

This product is part of FLEXcon's warranted Indoor Floor Advertising Systems. For details click here: [Indoor Floor System Clear Gloss Overlaminates](#), [Indoor Floor System Clear Velvet Overlaminates](#), [Indoor Floor System Frosty Clear Safari Overlaminates](#).



FLEXmark® V 400 F White Opaque A-109 90 PFW

PRODUCT DATA	VALUE	TEST METHOD
Physical Properties		
Thickness (Mils[microns])	Film	3.4 (86) +/- 10%
	Adhesive	1.1-1.2 (28-30) +/- 0.1 (3)
	Liner	6.9 (175) +/- 10%
Dimensional Stability (%)	MD	0.50
	TD	0.50
Chemical Resistance	Isopropyl Alcohol	Good
	Acetic Acid (5%)	5%
	Oil (SAE 10W-30)	Good
	Water	Good
Adhesion Properties		
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)
Expected Shear		ASTM D 3654 Method A a. 1 hr. dwell b. 1 sq. in. surface c. 4 lb. load
Room Temp (hours)	5	
Tack (gm/sq cm)	130	ASTM D 2979
Expected Exterior Life	Indoor use only	
Service Temperature Range	-40°F to 176°F (-40°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.

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