

# PRODUCT DATA SHEET

# ICON® 440LSE

## Product Description

ICON® 440LSE is an 81 micron flexible white polymeric vinyl film, backed with a highly aggressive pressure sensitive acrylic adhesive system, specifically engineered to adhere to difficult substrates. Suggested application to low surface energy plastics, such as porta-johns, coolers, drums/tanks, powdercoated metals, and most smooth and textured surfaces.

## Recommended End Uses

Substance Incorporated recommends the following end uses for ICON® 440LSE:

- Excellent adhesion to a wide variety of smooth and textured HSE/LSE plastics.
- Graphics and wall murals applied to brick, unsealed concrete, and stucco.
- Sidewalk and Pavement graphics when combined with ICON® 6100 overlamine.
- Permanent adhesion to almost any low surface energy or difficult substrate.

## Performance Characteristics

Characteristic	Typical Value
Material	81 micron Polymeric Calendered Vinyl
Color	Opaque White
Tensile Strength	63N/25mm
Adhesive	Clear Solvent-Based Pressure Sensitive Acrylic
Adhesive Thickness	38 micron +/- 10%
Peel Adhesion	27.5N/25mm from Stainless Steel
Liner	140 gsm PE Coated Layflat Paper
Liner Release	32 grams/25mm
Dimensional Stability	0.8 mm
Application Temp.	0°C to 27°C recommended, test prior to specific application
Temperature Range	-40°C to 88°C
Shelf Life	2 years when stored at 21°C and 50% relative humidity
Print Compatibility	Solvent, Eco-Solvent, Latex, UV, and Thermal Transfer Inks
Graphic Life	Outdoor durability up to 7 years (unprinted), permanent
Chemical Resistance	Resists mild acids, mild alkalis, solvents, and salts. Excellent resistance to water, including immersion.

## Installation Recommendations

Before applying an overlamine, allow 24-48 hours for print to dry. Application surface must be free of dust, dirt, debris, grease, and other contaminants. We highly recommend cleaning the installation surface with isopropyl alcohol prior to application. Dry installation is recommended. Due to a highly-aggressive adhesive system, 440LSE will exhibit a slightly higher amount of shrinkage than standard calendered vinyl films.

### Disclaimer

All descriptive information presented within this Product Data Sheet is intended for reference purposes only. This information does not suggest or constitute a verbal or written warranty of any kind. The end user shall be responsible for independently testing the suitability of their application, prior to final use. The liability of Substance Incorporated will not exceed the purchase price of materials.

  
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