

# PRODUCT DATA SHEET

# ICON<sup>®</sup> AS-4310

## Product Description

ICON® AS-4310 is a 3.2mil flexible white calendered vinyl film, backed with a pressure sensitive acrylic adhesive system, specifically engineered to adhere to a broad variety of surfaces. Suggested applications include LSE/HSE plastics, unfinished metal, wood, walls, corrugated paper, and other difficult to adhere to smooth surfaces.

## Recommended End Uses

Substance Incorporated recommends the following end uses for ICON® AS-4310:

- An economical choice for applications where standard films will not adhere.
- Graphics and wall murals applied to low VOC paints and mildly textured walls.
- Graphics and decals applied to smooth LSE/HSE plastics, or unfinished metal.
- Promotional decals where the end-use is undetermined, and adhesion is critical.

## Performance Characteristics

Characteristic	Typical Value
Material	3.2 mil Calendered Vinyl
Color	White
Tensile Strength	14.1 pounds/inch
Adhesive	Clear Solvent-Based Pressure Sensitive Acrylic
Adhesive Thickness	0.8 mil (0.02mm) +/-10%
Peel Adhesion	5.1 pounds/inch from Stainless Steel
Liner	93LB PE Coated Layflat Paper
Liner Release	30 grams/inch
Dimensional Stability	0.04 inch (1.0 mm)
Application Temp.	32°F to 80°F recommended, test prior to specific application
Temperature Range	-65°F to 212°F
Shelf Life	2 years when stored at 70°F and 50% relative humidity
Print Compatibility	Solvent, Eco-Solvent, Latex, UV, and Thermal Transfer Inks
Graphic Life	Outdoor durability up to 5 years (unprinted), permanent
Chemical Resistance	Resists mild acids, mild alkalis, solvents, and salts. Excellent resistance to water, including immersion.

## Installation Recommendations

Before applying an overlaminate, 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, AS-4310 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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