

# 440-LSE

**WHITE  
PRINT MEDIA**

## PRODUCT DESCRIPTION

ICON® 440LSE is a 3.2mil 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. 440-LSE has obtained a Class A fire rating in ASTM E84-17 testing and meets the highest life safety requirements for indoor/outdoor commercial graphics.

## RECOMMENDED END USES

Substance Incorporated ICON® 440-LSE exhibits the following product features and advantages:

- 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.
- Phthalate-Free Film Structure and ASTM E84-17 Class A rating conform to the highest health and safety standards.

## PERFORMANCE CHARACTERISTICS

CHARACTERISTICS	TYPICAL VALUE
MATERIAL	3.2 mil Polymeric Calendered Vinyl
COLOR	White
TENSILE STRENGTH	14.1 Pounds/Inch
ADHESIVE	Clear Solvent-Based Permanent Pressure Sensitive Acrylic
ADHESIVE THICKNESS	1.5 mil
PEEL ADHESION	6.2 Pounds/Inch from Stainless Steel
LINER	93LB PE Coated Layflat Paper
LINER RELEASE	30 Grams/Inch
DIMENSIONAL STABILITY	0.039 Inch (Machine Direction)
APPLICATION TEMP.	32°F to 80°F recommended, test prior to specific application
TEMPERATURE RANGE	-65°F to 220°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 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, please allow 24-48 hours for solvent ink systems to dry.
- Application surface should be free of dust, dirt, debris, grease, and other contaminants.
- It is highly recommended to clean the installation surface with isopropyl alcohol prior to application.
- Dry installation is recommended. If a wet installation is desired, please test application fluid prior to use in a production environment.
- 440LSE will exhibit a slightly higher amount of shrinkage than standard calendered vinyl films.

**PHTHALATE  
FREE**  **FILM STRUCTURE**

## NOTICE

Substance Incorporated products are precision manufactured in the United States to the highest exacting standards, and guaranteed to be free from manufacturing defects. All descriptive information presented within this Product Data Sheet is intended for reference purpose 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 this product for their application, prior to final use. Substance Incorporated shall not be held liable for damages, injuries, loss, or expenses that result from the use of our products. Our unique Phthalate-Free Film Structure meets the health and safety requirements set forth by CPSIA, REACH, RoHS, and California Proposition 65.