

# Product Bulletin

## **Concept<sup>®</sup> 203** **FLEXIBLE GLOSS WHITE PVC** **PERMANENT ADHESIVE**

Concept<sup>®</sup> 203 is a 3-mil premium white gloss flexible calendared vinyl film coated with 200-5000 permanent acrylic pressure sensitive adhesive laminated to a 90# layflat liner. This film is designed to accept a variety of solvent-based inkjet and UV curable inks common to wide format digital printing systems. Adhesive 200-5000 produces permanent bond to a variety of common substrates used in the graphics industry. The 90# liner offers excellent product layflat in a variety of environmental conditions.

<b>Applications</b>	Concept <sup>®</sup> 203 is designed for interior or exterior signage, decals, nameplates, and point-of-purchase displays.
<b>Thickness</b>	Film 3.0 mils. Adhesive .9 to 1.1 mils. Liner 6.7 mils. (Thickness variance +/- 10%)
<b>Dimensional Stability</b>	Good.
<b>Temperature Ranges</b>	Minimum application temperature is +40°F. Service temperature is -40°F to +180°F.
<b>Expected Exterior Exposure</b>	Up to 5 years.
<b>Adhesion</b>	To stainless steel - 40 oz/in. PSTC-101 Method A with 24 hr. dwell at 70°F and 50% relative humidity. Typical values. Individual values may vary. Test thoroughly for your specific use.
<b>Water Resistance</b>	Good. Test if immersed.
<b>Humidity Resistance</b>	Good.
<b>Solvent Resistance</b>	Good
<b>Storage Stability</b>	6-month shelf life when stored at 70°F and 50% relative humidity.
<b>Product Codes</b>	203-30 (30" X 150' roll) 203-54 (54" X 150' roll) 203-60 (60" X 150' roll)
<b>Recommendations</b>	Completely evaporate inkjet solvents before application. Failure to do so may facilitate solvent penetration resulting in vinyl degradation.



***Manufacturer of Pressure Sensitive Films,  
Traffic Graffiti Floor Advertising Films,  
Custom Coatings and Printing Inks.***

309 S. Union • P.O. Box 158 • Sparta, Michigan 49345 • (616) 887-7387 • (800)253-3664 • FAX (616)887-0537  
Web Site: [www.generalformulations.com](http://www.generalformulations.com) • e-mail: [gfiinfo@generalformulations.com](mailto:gfiinfo@generalformulations.com)

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