

# Product Bulletin

## Concept® 221 SEMI RIGID GLOSS WHITE PVC REMOVABLE ADHESIVE

Concept® 221 is a 6.0 mil premium white gloss semi rigid calendared vinyl film coated with 200-4982 removable acrylic pressure sensitive adhesive laminated to a 90# tight release digital liner designed for roll processing . This film is designed to accept a variety of solvent-based, UV curable and latex inks common to wide format digital printing systems.

### Applications

Concept® 221 is a high performance removable decal film designed for ease of application of temporary interior or exterior signage, decals, nameplates, die-cut letters and point-of-purchase displays. Concept® 221 is the ideal media for temporary store front applications requiring bond to windows. This media may also be used on smooth surfaces such as metals, painted metals and certain high energy plastics. Not designed for coated/ sealed/ treated stainless steel, brass or bronze surfaces.

### Thickness

Film	6.0 mils.
Adhesive	.8 to 1.0 mils.
Liner	6.7 mils.
(Thickness variance +/- 10%)	

### Gloss Initial@ 60°

60 minimum

### Dimensional Stability

Good.

### Temperature Ranges

Minimum application temperature	+40°F.
Service temperature	-40°F to +180°F.

### Expected Exterior Exposure

Removable up to 1 year under normal conditions.

### Adhesion

To glass	4 to 16 oz. /in.
To standard test panels	4 to 16 oz. /in.
Tested according to PSTC-101 Method A with 24-hour dwell at 70 °F and 50% relative humidity.	
Typical values. Individual values may vary. Test thoroughly before production.	

### Water Resistance

Good. Test if immersed.

### Humidity Resistance

Good.

### Solvent Resistance

Good

### Storage Stability

6 months shelf life when stored at 70 °F and 50% relative humidity.

### Product Codes

221-54 (54" X 100' roll)

### Recommendations

Completely evaporate inkjet solvents before application. Failure to do so may facilitate solvent penetration resulting in vinyl degradation.



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

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