

Product Bulletin

Concept® 250

Wall-Frog™ Pressure Sensitive Fabric

Concept® 250 is a 4.0 mil matte white polyester fabric with an acrylic removable pressure sensitive adhesive backed by a 90# sta flat liner. Concept® 250 is formulated without chlorine and phthalates*. The combination of fabric and adhesive allows removability of this product from normal wall surfaces. The 90# release liner provides excellent stability for processing using standard solvent, eco-solvent, UV curable and latex digital inks common to wide format digital printing systems.

Applications

Concept® 250 is designed for temporary application of decals and graphics to most types of painted interior walls. This includes most flat, semi gloss and gloss paint finishes. Decals may also be applied to sealed wall coverings. The surface must be smooth and clean prior to application. Consult with paint manufacturer for correct paint cure time before applying Concept® 250 to freshly painted surfaces. Not designed for coated/ sealed/ treated stainless steel, brass or bronze surfaces.

Thickness

Fabric	4.0 mils.
Adhesive	33.5 G/m ²
Liner	6.7 mils.
(Thickness variation +/- 10%)	

Dimensional Stability

Good.

Temperature Ranges

Minimum application temperature	+40°F.
Service temperature	-40°F to +200 F.

Removability

Removable up to 6 months under normal interior exposure conditions and applications. Removal of wall fabric should be done at a 180° angle while pulling slowly against itself.

Adhesion

To standard test panels 4 to 12 oz. /in.
Tested according to PSTC-101 Method A procedures with 24 hour dwell at 70°F and 50% relative humidity. Typical values. Individual values may vary. Bond to wall surfaces may vary. Test thoroughly before production.

Storage Stability

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

Product Code

Concept® 250-54	54" x 100'
Concept® 250-60	60" x 100'

*

Chlorine and phthalates are not intentionally added to the formulation of Concept® 250. There is a possibility of trace contamination during raw material manufacturing.

Recommendations

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



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

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