

# Product Bulletin

## Concept® 290 ChalkMark™

### CALENDERED VINYL REMOVABLE ADHESIVE

Concept® 290 ChalkMark™ vinyl is a 5 mil matte black chalkboard vinyl with a clear high-tack removable adhesive on a 90# liner. ChalkMark™ is commonly used to produce decorative vinyl graphics on vinyl cutting equipment and for covering large areas for menu boards or murals.

#### Applications

Concept® 290 ChalkMark can be used to create promotion graphics, menu boards, point-of-purchase graphics and decorations for bedroom walls. ChalkMark™ is not designed for coated/sealed/treated stainless steel, brass or bronze surfaces.

Printing options: UV flatbed only (white ink). Not intended for Solvent, Eco-Solvent or Latex ink systems.

#### Thickness

Film	5 mil.
Adhesive	0.8 to 1.0 mils
Liner	6.5 mils
(Thickness variation +/- 10%)	

#### Temperature Ranges

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

#### Expected Durability Removability

Interior application only.  
Clean removability from smooth painted drywall up to 1 year.

#### Adhesion

To stainless steel 20 Oz. / Inch.  
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 Humidity Resistance Storage Stability

Excellent.  
Excellent.  
One year shelf life stored at 70° F and 50% relative humidity.

#### Classifications:

290 ChalkMark™ is compliant with CPSIA 2008, RoHS and REACH.

#### Recommendations:

290 ChalkMark™ vinyl works with \*standard chalk, soft chalk, and liquid chalk markers.

\*Please note that standard chalks vary and some may mar or scratch the vinyl surface due to their hardness and density, as well as the amount of pressure applied.

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

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We recommend you test a small section of the film first. Soft chalk and Liquid Chalk Markers are ideal for this type of surface and will clean up with water and/or no stronger than 70/30 isopropyl alcohol (water to alcohol ratio).

Recommended brands:

ChalkMark™ has been tested with the following brands:

- Liquid Chalk Markers: Elmers Board Mate Markers, ChalkInk Markers and Expo BrightSticks
- Soft Chalk: Staedtler Karat Soft Pastel Chalks

**Product Code**

290 ChalkMark (Black Chalkboard film)



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