

Product Bulletin

AutoMark Concept® 230 **WHITE GLOSS WRAP VINYL FILM**

Concept® 230 is a Premium 2.4-mil Calendared gloss white vinyl digital media with a grey permanent acrylic adhesive on an air-egress liner. This film is designed to accept a variety of solvent, latex and UV curable inks common to wide format digital printing systems. The grey permanent adhesive offers excellent opacity and exceptional repositionable qualities. The General Formulations AutoMARK™ Concept 230 Premium 2.4-mil Calendared gloss white vinyl digital media is specifically engineered for use in most vehicle wrap and decal applications. The 90# air-egress liner allows for good lay-flat and air-free application.

Applications

Concept® 230 Premium 2.4-mil Calendared gloss white vinyl digital media is designed to be applied to corrugations, riveted surfaces, flat and slight to moderate curves. The construction can be used on vans, trucks, sedans of all sizes, fleet and recreational vehicles. Application surface should always be cleaned, tested and checked for defects before applying AutoMARK™ Concept 230 digital vehicle wrap media. Recommend overlaminates Concept® 231 UV Gloss and Concept® 240 UV Matte finishes.

Thickness

Film	2.4 mils.
Adhesive	1.0 to 1.3 mils.
Liner	7.0 mils.
(Thickness variance +/- 10%)	

Dimensional Stability

Good.

Temperature Ranges

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

Adhesion

To stainless steel 40 oz/in.
When tested according to PSTC-101 Method A with 24 hr. dwell at 70°F and 50% relative humidity.
Typical values. Individual values may vary. Test thoroughly before production.

Water Resistance

Excellent. Test if immersed.

Humidity Resistance

Excellent.

Solvent Resistance

Excellent

Expected Exterior Exposure

Up to 7 years. Performance can vary depending on UV exposure

Storage Stability

1-year shelf life when stored at 70°F and 50% relative humidity.

Product Series

230-54	54" x 150'
230-60	60" x 150'



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

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