

# Product Bulletin

## **Concept<sup>®</sup> 201** **FLEXIBLE WHITE MATTE PVC** **PERMANENT ADHESIVE**

Concept<sup>®</sup> 201 is a 3.4-mil premium polymeric white matte flexible calendared PVC 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 applications. The 90# liner offers excellent product layflat in a variety of ambient conditions.

|                                   |   |                   |
|-----------------------------------|---|-------------------|
| <b>Applications</b>               | Concept <sup>®</sup> 201 is designed for interior or exterior signage, decals, nameplates, die-cut letters and point-of-purchase displays.  |                   |
| <b>Thickness</b>                  | Film  | 3.4 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.<br>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.<br>PSTC-101 Method A with 24 hr. dwell at 70°F and 50% relative humidity.<br>Typical values. Individual values may vary.<br>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>              | <b>201-30</b>   | (30" X 150' roll) |
|                                   | <b>201-54</b>   | (54" X 150' roll) |
|                                   | <b>201-60</b>   | (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.***

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