

# Concept<sup>®</sup> 111

## Dry Erase Film

Permanent Adhesive

Concept<sup>®</sup> 111 is a 2-mil clear film coated with a permanent acrylic pressure sensitive adhesive on a smooth paper liner designed for use with dry erase markers.

### Applications

This product is recommended for producing general purpose graphics, decals and unprinted substrates for use with dry erase pens. Typical substrates are paper, cardboard, photos and unprinted substrates. If producing industrial grade dry erase boards or multi layer laminates of either plastics or metal consult with your Concept sales representative. These include sign in boards typically found in hospitals, retail establishments and restaurants.

For best results, we suggest the following dry erase brand marking pens: Avery Marks-a-lot<sup>®</sup> (chisel point), Expo Scents<sup>®</sup> (chisel point), Expo Bold color<sup>®</sup> (chisel Point), Expo regular<sup>®</sup> (chisel point) brand marking pens.

### Thickness

Film	2.0 mils.
Adhesive	0.8 to 1.0 mils.
Liner	4.0 mils.

(Thickness variance +/- 10%)

### Dimensional Stability

Film can react to heat in processing. In laminating process do not use excessive unwind tension or nip roll pressure as curl could result.

### Temperature Ranges

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

### Expected Exterior Life

Limited.  
Dry Erase Film has limited resistance to UV exposure.  
Test fully for any extended outdoor use.

### Adhesion

To stainless steel	48 oz/in.
--------------------	-----------

PSTC-1 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

Good. Immersion not recommended.  
Good  
1-year shelf life when stored at 70°F and 50% relative humidity.

### Product Code

Concept 111-54

# Product Bulletin

**Concept<sup>®</sup> 111**

**Dry Erase Film**

Permanent Adhesive



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

309 S. Union • P.O. Box 158 • Sparta, Michigan 49345 • (616) 887-7387 • (800)253-3664 • FAX (616)887-0537  
Web Site: [www.generalformulations.com](http://www.generalformulations.com) • e-mail: [gfiinfo@generalformulations.com](mailto:gfiinfo@generalformulations.com)

We believe the information on this product to be accurate. However, since we cannot anticipate or control the conditions under which this information or our products may be used, we cannot guarantee results obtained through their use. Tests of our products should be made by users to determine the suitability of these products for a specific purpose. The products are sold without warranty, either express or implied. The purchaser should refer to General Formulations, Inc's Price List for Terms and Conditions or Sale, Including Disclaimer of Warranties and Limitation of Liability.