

Concept[®]

SELECTION GUIDE

DIGITAL PRINT MEDIA,
OVERLAMINATES & MOUNTING FILMS





**Digital Print Media
for Eco-Solvent,
Solvent, Latex & UV
Curable Inkjet Printers**

Series	Product Description	Part#	Size	Adhesive	
MATTE WHITES	201 3.4 mil - Matte White Vinyl - 5yr Clear Permanent Adhesive 90# Layflat Liner	201-30	30"x150'		
		201-54	54"x150'		
		201-60	60"x150'		
	201-HTAP	3.4 mil - Matte White Vinyl - 5yr Clear High-Tack Permanent Adhesive 90# Layflat Liner	201HTAP-54	54"x150'	
			201HTAP-60	60"x150'	
	201-OAP 	3.4 mil - Matte White Opaque Vinyl - 5yr Grey Permanent Adhesive 90# Layflat Liner	201OAP-30	30"x150'	
			201OAP-54	54"x150'	
			201OAP-60	60"x150'	
	202	3.4 mil - Matte White Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Layflat Liner	202-30	30"x150'	
			202-54	54"x150'	
202-60			60"x150'		
214	3.2 mil - Matte White Promotional Vinyl - 2yr Clear Permanent Adhesive 80# Clay Coated Liner	214-30	30"x150'		
		214-54	54"x150'		
		214-60	60"x150'		
222	6.0 mil - Matte White Semi-Rigid Vinyl - 3yr Clear Permanent Adhesive 90# Tight Release Liner	222-54	54"x100'		
223	6.0 mil - Matte White Semi-Rigid Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Tight Release Liner	223-54	54"x100'		

GLOSS WHITES	203	3.0 mil - Gloss White Vinyl - 5yr Clear Permanent Adhesive 90# Layflat Liner	203-30	30"x150'	
			203-54	54"x150'	
			203-60	60"x150'	
	203-OAP	3.0 mil - Gloss White Opaque Vinyl - 5yr Grey Permanent Adhesive 90# Layflat Liner	203OAP-30	30"x150'	
			203OAP-54	54"x150'	
			203OAP-60	60"x150'	
	204	3.0 mil - Gloss White Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Layflat Liner	204-30	30"x150'	
			204-54	54"x150'	
			204-60	60"x150'	
	216	3.2 mil - Gloss White Promotional Vinyl - 2yr Clear Permanent Adhesive 80# Clay Coated Liner	216-30	30"x150'	
216-54			54"x150'		
216-60			60"x150'		

ADHESIVE LEGEND

Permanent Adhesive / Clear

Permanent-Positionable Adhesive / Grey

High-Tack Permanent Adhesive / Clear

Permanent Opaque Adhesive / Grey

Removable-Positionable Wall Adhesive / Clear

Removable Adhesive / Clear

Low-Tack Removable Adhesive / Clear

High-Tack Removable Adhesive / Clear



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NOTE: All durability statements are estimated and do not constitute a written warranty. Please refer to the specific product bulletins for further information at www.generalformulations.com



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GLOSS CLEARS	205	3.0 mil - Gloss Clear Vinyl - 3yr Clear Permanent Adhesive 90# Layflat Liner	205-30	30"x150'		
			205-54	54"x150'		
			205-60	60"x150'		
	206	3.0 mil - Gloss Clear Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Layflat Liner	206-30	30"x150'		
			206-54	54"x150'		
			206-60	60"x150'		
STATIC CLINGS	207	7.0 mil - Clear Static Cling 90# Layflat Liner	207-27	27"x75'		
			207-54	54"x75'		
			207-5415	54"x150'		
	208	7.0 mil - White Static Cling 90# Layflat Liner	208-27	27"x75'		
			208-54	54"x75'		
			208-5415	54"x150'		
TRANSIT	209	MetroMark 3.5 mil - Matte White Opaque "Transit" Vinyl Clear Removable Adhesive 90# Layflat "Printed Logo Liner" 	209-54	54"x150'		
			209-64	64"x150'		
FLOOR & CARPET	210	*Traffic Graffix 3.4 mil - Matte White "Floor Advertising" Vinyl Clear Removable Adhesive 90# Layflat Liner 	210-54	54"x150'	 * TRAFFIC GRAFFIX CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY 4R93	
	212	*Traffic Graffix 3.4 mil - Matte White "Carpet Advertising" Vinyl Clear High-Tack Removable Adhesive 90# Layflat Liner 	212-54	54"x150'		 * TRAFFIC GRAFFIX CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY 4R93
	211	*Traffic Graffix 6.0 mil - Gloss Clear "Floor Advertising" Laminate Clear Permanent Adhesive 53# Layflat Liner 	211-54	54"x150'		
	109	5.0 mil - Scratch Resistant Textured Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner 	109-38	38"x150'		 * TRAFFIC GRAFFIX CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY 4R93
			109-51	51"x150'		
109-54			54"x150'			
TRANSLUCENTS	224	TransMark 3.2 mil - Matte White Translucent Vinyl - 5yr Clear Permanent Adhesive 90# Layflat Liner 	224-30	30"x150'		
			224-54	54"x150'		
			224-60	60"x150'		
	225	TransMark 3.2 mil - Matte White Translucent Vinyl - 2yr Clear Removable Adhesive 90# Layflat Liner 	225-30	30"x150'		
			225-54	54"x150'		
			225-60	60"x150'		
228	TransMark 6.0 mil - Matte White Translucent Vinyl - 2yr Clear Removable Adhesive 90# Layflat Liner 	228-54	54"x100'			
		228-60	60"x100'			





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Series	Product Description	Part#	Size	Adhesive
WALLS	226 WallMark 6.0 mil - Matte White Semi-Rigid Wall Vinyl Clear Low-Tack Wall Adhesive 90# Tight Release Liner	226-54	54"x100'	
	227 WallMark 3.4 mil - Matte White Wall Vinyl Clear Low-Tack Wall Adhesive 90# Tight Release Liner	227-54	54"x150'	
	234 GraphiTex 7.0 mil - Matte White Polyester Wall Fabric Film Clear Low-Tack Wall Adhesive 90# Layflat Liner	234-54 234-60	54"x100' 60"x100'	

WRAPS	230 AutoMark 2.4 mil - Gloss White Conformable Wrap Vinyl - 7yr Grey Permanent Adhesive (Rem. Up To 1yr) 90# Airegress Liner (AE)	230-54 230-60	54"x150' 60"x150'	
	231 AutoMark 2.4 mil - Gloss Clear UV Wrap Laminate Clear Permanent Adhesive 53# Liner	231-54 231-60	54"x150' 60"x150'	
	240 AutoMark 2.4 mil - Matte Clear UV Wrap Laminate Clear Permanent Adhesive 53# Liner	240-54 240-60	54"x150' 60"x150'	

WINDOW PERFS	232 WindowMark 6.0 mil - Matte White Perforated 50/50 Film -1yr White Face/Black Back - Clear Removable Adhesive 84# Layflat Liner	232-54	54"x100'	
	270 WindowMark 6.0 mil - Matte White Perforated 70/30 Film -1yr White Face/Black Back - Clear Removable Adhesive 84# Layflat with "Dual Liner Technology"	270-54 270-60	54"x100' 60"x100'	
	115 3.0 mil - Optically Gloss Clear Calendered Laminating Film Optically Clear Permanent Adhesive 1.3 mil Clear Polyester Liner	115-54	54"x150'	

LSE* SPECIALTY	MotoMark Matte White "4 mil GRIP" Vinyl Clear High Bond LSE Permanent Adhesive 90# Layflat Liner	** 235-15P	15"x150'	
		235-24	24"x150'	
		235-30	30"x150'	
		235-54	54"x150'	
		235-60	60"x150'	
		**235-15P (Punched for 15" Gerber Printers and Plotters)		
238 MotoMark Gloss Clear "12 mil ARMOR" Laminate Clear Permanent Adhesive 53# Liner	238-15	15"x75'		
	238-24	24"x75'		
	238-30	30"x75'		
	238-54	54"x75'		
	238-60	60"x75'		






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*LOW SURFACE ENERGY



Mounting & Laminating Films

Series	Product Description	Part#	Size
GENERAL LAMINATES	100 3.0 mil - Gloss Clear PVC Laminate Clear Permanent Adhesive 53# Liner	100-38	38"x150'
		100-51	51"x150'
		100-54	54"x150'
		100-61	61"x150'
	101 3.0 mil - Lustre Clear PVC Laminate Clear Permanent Adhesive 53# Liner	101-31	31"x150'
		101-38	38"x150'
		101-51	51"x150'
		101-514	51"x400'
		101-54	54"x150'
	101-61	61"x150'	
	102 3.0 mil - Matte Clear PVC Laminate Clear Permanent Adhesive 53# Liner	102-31	31"x150'
		102-38	38"x150'
102-51		51"x150'	
102-514		51"x400'	
102-54		54"x150'	
102-61		61"x150'	


Series	Product Description	Part#	Size	
FLOOR-DISPLAY-COUNTER MATS	103 5.0 mil - Velvet/Gloss Clear Polycarbonate Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	103-38	38"x150'	
		103-51	51"x150'	
		103-54	54"x150'	
		103-61	61"x150'	
	109 5.0 mil - Scratch Resistant Textured Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	109-38	38"x150'	
		109-51	51"x150'	
		109-54	54"x150'	
		211 Traffic Graphic 6.0 mil - Gloss Clear "Floor Advertising" Laminate Clear Permanent Adhesive 53# Layflat Liner	211-54	54"x150'
		* TRAFFIC GRAFFIC CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY 4R93		
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Series	Product Description	Part#	Size
OPTICALLY CLEAR	105 2.0 mil - High Gloss Clear Polyester Laminate Optically Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	105-31	31"x150'
		105-38	38"x150'
		105-51	51"x150'
		105-514	51"x400'
		105-54	54"x150'
		105-61	61"x150'
	106 1.0 mil - Transparent Optically Clear Mount Film Optically Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	106-31	31"x150'
		106-38	38"x150'
		106-51	51"x150'
		106-514	51"x400'
	106-54	54"x150'	
		115 3.0 mil - Optically Gloss Clear Calendered Laminating Film Optically Clear Permanent Adhesive 1.3 mil Clear Polyester Liner	115-54

Series	Product Description	Part#	Size
SPECIALTY MOUNTING FILMS & LAMINATE	107 1.5 mil - White Opaque Print Mount Film White Opaque Polypropylene High Tack Clear Permanent Adhesive-Both Sides 76# Liner Both Sides	107-31	31"x150'
		107-38	38"x150'
		107-51	51"x150'
		107-514	51"x400'
		107-54	54"x150'
		107-61	61"x150'
	111 2.0 mil - Dry Erase Gloss Clear Laminate Polypropylene Clear Permanent Adhesive 53# Liner	111-38	38"x150'
		111-51	51"x150'
		111-54	54"x150'
	112 0.5 mil - Clear Polyester Print Mount Film High Tack Clear Permanent Adhesive-Both Sides 76# Liner (Self Wound)	112-38	38"x150'
		112-51	51"x150'
		112-514	51"x400'
112-54		54"x150'	

Series	Product Description	Part#	Size
PERMANENT / REMOVABLE	113 1.0 mil - Clear Polyester Print Mount Film Clear Permanent Adhesive 1-Side Clear Removable Adhesive 1-Side "Printed" 1.2 mil - Clear Polyester Liner (Self Wound)	113-38	38"x150'
		113-51	51"x150'
		113-514	51"x400'
		113-54	54"x150'
	114 1.0 mil - Clear Polyester Print Mount Film Clear Permanent Adhesive 1-Side Clear Removable Adhesive 1-Side 76# Liner (Self Wound)	114-38	38"x150'
		114-51	51"x150'
		114-514	51"x400'
		114-54	54"x150'

Series	Product Description	Part#	Size	
WRAP LAMINATES	231 AutoMark 2.4 mil - Gloss Clear UV Wrap Laminate Clear Permanent Adhesive 53# Liner	231-54	54"x150'	
		231-60	60"x150'	
				
	240 AutoMark 2.4 mil - Matte Clear UV Wrap Laminate Clear Permanent Adhesive 53# Liner	240-54	54"x150'	
		240-60	60"x150'	
				
				

Series	Product Description	Part#	Size
THICK	238 MotoMark Gloss Clear "12 mil ARMOR" Laminate Clear Permanent Adhesive 53# Liner	238-15	15"x75'
		238-24	24"x75'
		238-30	30"x75'
		238-54	54"x75'
		238-60	60"x75'
			



General FORMULATIONS

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