Product Bulletin

Concept® 202
FLEXIBLE MATTE WHITE PVC
REMOVABLE ADHESIVE

Concept® 202 is a 3.4-mil premium white matte flexible calendared vinyl film coated with 200-4982 removable 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.

Applications
Concept® 202 is designed for temporary interior or exterior signage, decals, nameplates, die-cut letters and point-of-purchase displays.

Thickness

Film	3.4 mils.
Adhesive	.8 to 1.0 mils.
Liner	6.7 mils.

(Thickness variance +/- 10%)

Dimensional Stability
Good.

Temperature Ranges
Minimum application temperature is +40°F.
Service temperature is -40°F to +180°F.

Expected Exterior Exposure
Removable up to 1 year under normal conditions.

Adhesion

To glass	5 to 15 oz. /in.
To standard test panels	5 to 15 oz. /in.

Tested according to 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
Good.
Test if immersed.

Humidity Resistance
Good.

Solvent Resistance
Good

Storage Stability
6 months shelf life when stored at 70°F and 50% relative humidity.

Product Codes
202-54, 202-54RW, 202-60 (White, non-topcoated)

Recommendations
Completely evaporate inkjet solvents before application. Failure to do so may facilitate solvent penetration resulting in vinyl degradation.

General FORMULATIONS

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

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