

Product Bulletin

Concept® 204 FLEXIBLE GLOSS WHITE PVC REMOVABLE ADHESIVE

Concept® 204 is a 3-mil premium white gloss 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® 204 is designed for temporary interior or exterior signage, decals, nameplates, die-cut letters and point-of-purchase displays.
Thickness	Film 3.0 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	204-54, 204-54RW, 204-60 (White, non-topcoated)
Recommendations	Completely evaporate inkjet solvents before application. Failure to do so may facilitate solvent penetration resulting in vinyl degradation.



**Manufacturer of Pressure Sensitive Films,
Traffic Graffice 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 • e-mail: gfiinfo@generalformulations.com

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