

# Product Bulletin

## Concept<sup>®</sup> 225 TransMark-Translucent Vinyl REMOVABLE ADHESIVE

Concept<sup>®</sup> 225 is a 3.2-mil premium white translucent calendared PVC film coated with clear 200-4999 removable acrylic pressure sensitive adhesive laminated to a 90# layflat liner. This vinyl film is designed to accept a variety of solvent-based inkjet and UV curable inks common to wide format digital printing systems. Concept<sup>®</sup> 225 may be printed using other common printing processes such as UV curable screen and UV curable offset but must be tested before production.

**Applications** Concept<sup>®</sup> 225 is premium decal film designed for temporary interior or exterior signage applied to illuminated substrates such as polycarbonate, styrene and acrylic sheeting.

**Thickness**

Film	3.2 mils.
Adhesive	.8 to 1.1 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 for up to 1 year.

**Adhesion** To stainless steel 16 oz/in.  
PSTC-101 Method A with 24 hr. dwell at 70°F and 50% relative humidity.  
Typical values. Individual values may vary.  
Test thoroughly before production.

**Water Resistance** Excellent  
**Humidity Resistance** Excellent.  
**Solvent Resistance** Excellent

**Storage Stability** One year shelf life when stored at 70°F and 50% relative humidity.

**Product Codes**

<b>225-30</b>	(30" X 150' roll)
<b>225-54</b>	(54" X 150' roll)
<b>225-54RW</b>	(54" X 150' roll, reverse wound/notched core)
<b>225-60</b>	(60" X 150' roll)

**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.**

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