

Product Bulletin

Concept[®] 227 WallMark[™] Wall Vinyl Film

Concept[®] 227 is a 3.4 mil premium white matte flexible calendared vinyl film with an acrylic removable pressure sensitive adhesive backed by a 90# sta flat liner. The combination of vinyl and adhesive allows removability of this product from normal wall surfaces. The 90# tight release digital liner provides excellent stability for processing using standard solvent and UV curable digital inks common to wide format digital printing systems.

Applications	Concept [®] 227 is designed for temporary application of decals and graphics to most types of painted interior walls and windows. This includes most flat, semi gloss and gloss paint finishes. Decals may also be applied to sealed wall coverings. The surface must be smooth and clean prior to application.	
Thickness	Film Adhesive Liner (Thickness variation +/- 10%)	3.4 mils. 0.8 to 1.0 mil. 6.7 mils.
Dimensional Stability	Good.	
Temperature Ranges	Minimum application temperature Service temperature	+40°F. -40°F to +200 F.
Removability	Removable up to 1 year under normal interior conditions.	
Adhesion	To glass To standard test panels Tested according to PSTC-101 Method A procedures with 24 hour dwell at 70°F and 50% relative humidity. Typical values. Individual values may vary. Bond to wall surfaces may vary. Test thoroughly before production.	1 to 12 oz. / in. 1 to 12 oz. /in.
Water Resistance Humidity Resistance	Limited immersion resistance. Test for specific application. Good.	
Storage Stability	6 months shelf life when stored at 70°F and 50% relative humidity.	
Product Code	Concept [®] 227 Size 54" x 150'	
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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