

# *Concept*<sup>®</sup> MEDIA SOLUTIONS

## S E L E C T I O N   G U I D E

DIGITAL PRINT MEDIA

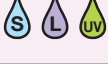
OVERLAMINATES

MOUNTING FILMS



*General*<sup>®</sup>  
FORMULATIONS

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

| SERIES       | PRODUCT DESCRIPTION                                                                                                                                                                 | PART #                              | SIZE                             | ADHESIVE                                                                              | INK TYPE                                                                              |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| MATTE WHITES | <b>201</b><br><b>3.4 mil - Matte White Vinyl - 5yr</b><br>Clear Permanent Adhesive<br>90# Layflat Liner                                                                             | 201-30<br>201-54<br>201-60          | 30"x150'<br>54"x150'<br>60"x150' |    |    |
|              | <b>201 - HTAP</b><br><b>3.4 mil - Matte White Vinyl - 5yr</b><br>Clear High-Tack Permanent Adhesive<br>90# Layflat Liner<br>(British Standard BS-5609 1986 Section 2 & 3 Certified) | 201HTAP-54<br>201HTAP-60            | 54"x150'<br>60"x150'             |    |    |
|              | <b>201 - OAP</b><br><b>3.4 mil - Matte White Opaque Vinyl - 5yr</b><br>Grey Permanent Adhesive<br>90# Layflat Liner                                                                 | 201OAP-30<br>201OAP-54<br>201OAP-60 | 30"x150'<br>54"x150'<br>60"x150' |    |    |
|              | <b>201-OAPAE NEW</b><br><b>3.4 mil - Matte White Opaque Vinyl - 3-5yr</b><br>Grey Permanent Adhesive<br>90# Air Egress Layflat Liner                                                | 201OAPAE-54                         | 54"x150'                         |    |    |
|              | <b>202</b><br><b>3.4 mil - Matte White Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Layflat Liner                                                                    | 202-30<br>202-54<br>202-60          | 30"x150'<br>54"x150'<br>60"x150' |    |    |
|              | <b>214</b><br><b>3.2 mil - Matte White Promotional Vinyl - 2yr</b><br>Clear Permanent Adhesive<br>70# Layflat Liner                                                                 | 214-30<br>214-54<br>214-60          | 30"x150'<br>54"x150'<br>60"x150' |    |    |
|              | <b>222</b><br><b>6.0 mil - Matte White Semi-Rigid Vinyl - 3yr</b><br>Clear Permanent Adhesive<br>90# Tight Release Liner                                                            | 222-54                              | 54"x100'                         |    |    |
|              | <b>223</b><br><b>6.0 mil - Matte White Semi-Rigid Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Tight Release Liner                                                   | 223-54                              | 54"x100'                         |   |   |
|              | <b>203</b><br><b>3.0 mil - Gloss White Vinyl - 5yr</b><br>Clear Permanent Adhesive<br>90# Layflat Liner                                                                             | 203-30<br>203-54<br>203-60          | 30"x150'<br>54"x150'<br>60"x150' |  |  |
|              | <b>203 - OAP</b><br><b>3.0 mil - Gloss White Opaque Vinyl - 5yr</b><br>Grey Permanent Adhesive<br>90# Layflat Liner                                                                 | 203OAP-30<br>203OAP-54<br>203OAP-60 | 30"x150'<br>54"x150'<br>60"x150' |  |  |
| GLOSS WHITES | <b>203-OAPAE NEW</b><br><b>3.0 mil - Gloss White Opaque Vinyl - 3-5yr</b><br>Grey Permanent Adhesive<br>90# Air Egress Layflat Liner                                                | 203OAPAE-54                         | 54"x150'                         |  |  |
|              | <b>204</b><br><b>3.0 mil - Gloss White Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Layflat Liner                                                                    | 204-30<br>204-54<br>204-60          | 30"x150'<br>54"x150'<br>60"x150' |  |  |
|              | <b>220 NEW</b><br><b>6.0 mil - Gloss White Semi-Rigid Vinyl - 3yr</b><br>Clear Permanent Adhesive<br>90# Tight Release Liner                                                        | 220-54                              | 54"x100'                         |  |  |
|              | <b>221 NEW</b><br><b>6.0 mil - Gloss White Semi-Rigid Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Tight Release Liner                                               | 221-54                              | 54"x100'                         |  |  |
|              | <b>216</b><br><b>3.2 mil - Gloss White Promotional Vinyl - 2yr</b><br>Clear Permanent Adhesive<br>70# Layflat Liner                                                                 | 216-30<br>216-54<br>216-60          | 30"x150'<br>54"x150'<br>60"x150' |  |  |
|              | <b>246</b><br><b>2.4 mil - Gloss White Premium Vinyl - 7yr</b><br>Grey Permanent Repositionable Adhesive<br>90# Layflat Liner                                                       | 246-54<br>246-60                    | 54"x150'<br>60"x150'             |  |  |

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](http://www.generalformulations.com)



[www.generalformulations.com/profileshome](http://www.generalformulations.com/profileshome)

|               | SERIES         | PRODUCT DESCRIPTION                                                                                                                                                                                                                                                  | PART #                                                                               | SIZE                                                  | ADHESIVE                                                                              | INK TYPE                                                                              |
|---------------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| GLOSS CLEARS  | 205            | <b>3.0 mil - Gloss Clear Vinyl - 3yr</b><br>Clear Permanent Adhesive<br>90# Layflat Liner                                                                                                                                                                            | 205-30<br>205-54<br>205-60                                                           | 30"x150'<br>54"x150'<br>60"x150'                      |    |    |
|               | 206            | <b>3.0 mil - Gloss Clear Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Layflat Liner                                                                                                                                                                   | 206-30<br>206-54<br>206-60                                                           | 30"x150'<br>54"x150'<br>60"x150'                      |    |    |
|               | 219 <b>NEW</b> | <b>6.0 mil - Gloss Clear Semi-Rigid Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Tight Release Liner                                                                                                                                                  | 219-54                                                                               | 54"x100'                                              |    |    |
|               | 247            | <b>2.4 mil - Gloss Clear Premium Vinyl - 7yr</b><br>Clear Permanent Adhesive<br>90# Layflat Liner                                                                                                                                                                    | 247-54<br>247-60                                                                     | 54"x150'<br>60"x150'                                  |    |    |
|               | 255 <b>NEW</b> | <b>3.0 mil - Optically Clear Gloss Vinyl - 1yr</b><br>Optically Clear Removable Adhesive<br>2.0 mil Traction Backed Polyester Liner                                                                                                                                  | 255-54                                                                               | 54"x150'                                              |    |    |
| STATIC CLINGS | 207            | <b>7.0 mil - Clear Static Cling</b><br>90# Layflat Liner                                                                                                                                                                                                             | 207-27<br>207-54<br>207-5415<br>207-60 <b>*NEW SIZE</b><br>207-6015 <b>*NEW SIZE</b> | 27"x75'<br>54"x75'<br>54"x150'<br>60"x75'<br>60"x150' |                                                                                       |    |
|               | 208            | <b>7.0 mil - White Static Cling</b><br>90# Layflat Liner                                                                                                                                                                                                             | 208-27<br>208-54<br>208-5415<br>208-60 <b>*NEW SIZE</b><br>208-6015 <b>*NEW SIZE</b> | 27"x75'<br>54"x75'<br>54"x150'<br>60"x75'<br>60"x150' |                                                                                       |    |
| TRANSIT       | 209            | <br><b>MetroMark</b><br><b>3.5 mil - Matte White Opaque Transit Vinyl</b><br>Clear Removable Adhesive<br>90# Layflat Printed Logo Liner<br><b>OUTFRONT media / TITAN Approved</b> | 209-54<br>209-64                                                                     | 54"x150'<br>64"x150'                                  |  |  |
|               | 275            | <br><b>SubMark</b><br><b>3.5 mil - Matte White Opaque Transit Vinyl</b><br>Clear High-Tack Adhesive<br>90# Layflat Printed Logo Liner <b>OUTFRONT media Approved</b>              | 275-54<br>275-60<br>275-62                                                           | 54"x150'<br>60"x150'<br>62"x150'                      |  |  |
|               | 228            | <br><b>TransMark</b><br><b>6.0 mil - Matte White Translucent Vinyl - 2yr</b><br>Clear Removable Adhesive<br>90# Layflat Liner<br><b>VERIFONE MEDIA Taxi Top Approved</b>          | 228-54<br>228-60                                                                     | 54"x100'<br>60"x100'                                  |  |  |

## ADHESIVE LEGEND

|                                                                                                                               |                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
|  Permanent Adhesive / Clear                |  Removable Repositionable Wall Adhesive / Clear |
|  Permanent Adhesive / Grey                 |  Removable Adhesive / Clear                     |
|  Permanent Repositionable Adhesive / Grey  |  Low-Tack Removable Adhesive / Clear            |
|  Permanent Repositionable Adhesive / Clear |  High-Tack Removable Adhesive / Clear           |
|  Permanent Opaque Adhesive / Grey          |  High-Tack Adhesive / Clear                     |
|  Permanent Repositionable Adhesive / Grey  |  High-Tack Permanent Adhesive / Clear           |

Adhesive Type   Air Egress Liner  
Adhesive Color    
**G** = Grey **C** = Clear

## PRINTABILITY LEGEND

|                                                                                                             |
|-------------------------------------------------------------------------------------------------------------|
|  Solvent / Eco-Solvent |
|  Latex                 |
|  UV Curable            |

FLOOR & CARPET

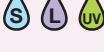
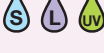
| SERIES                                                                                                                                                                                             | PRODUCT DESCRIPTION                                                                                                                                                                                                               | PART #                        | SIZE                             | ADHESIVE                                                                            | INK TYPE                                                                                                                                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 210                                                                                                                                                                                                | <br><b>Traffic Graffix</b><br><b>3.4 mil - Matte White “Floor Advertising” Vinyl</b><br>Clear Removable Adhesive<br>90# Layflat Liner            | 210-54                        | 54"x150'                         |  |    |
| 212                                                                                                                                                                                                | <br><b>Traffic Graffix</b><br><b>3.4 mil - Matte White “Carpet Advertising” Vinyl</b><br>Clear High-Tack Removable Adhesive<br>90# Layflat Liner | 212-54                        | 54"x150'                         |  |    |
| * 211                                                                                                                                                                                              | <br><b>Traffic Graffix</b><br><b>6.0 mil - Gloss Clear Laminate</b><br>Clear Permanent Adhesive<br>53# Liner                                     | *211-54                       | 54"x150'                         |  |                                                                                                                                                                                                                                                             |
| * 109                                                                                                                                                                                              | <br><b>Traffic Graffix</b><br><b>5.0 mil - Scratch Resistant Textured Laminate</b><br>Clear Permanent Adhesive<br>1.5 mil Clear Polyester Liner  | *109-38<br>*109-51<br>*109-54 | 38"x150'<br>51"x150'<br>54"x150' |  |                                                                                                                                                                                                                                                             |
| <div> <b>TRAFFIC GRAFFIX CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY 4R93</b></div> |                                                                                                                                                                                                                                   |                               |                                  |                                                                                     |                                                                                                                                                                                                                                                             |

|              |     |                                                                                                                                                                      |                            |                                  |                                                                                       |                                                                                                                                                                                                                                                                   |
|--------------|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|----------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRANSLUCENTS | 224 | <b>TransMark</b><br><b>3.2 mil - Matte White Translucent Vinyl - 5yr</b><br>Clear Permanent Adhesive<br>90# Layflat Liner                                            | 224-30<br>224-54<br>224-60 | 30"x150'<br>54"x150'<br>60"x150' |    |          |
|              | 225 | <b>TransMark</b><br><b>3.2 mil - Matte White Translucent Vinyl - 2yr</b><br>Clear Removable Adhesive<br>90# Layflat Liner                                            | 225-30<br>225-54<br>225-60 | 30"x150'<br>54"x150'<br>60"x150' |   |       |
|              | 228 | <b>TransMark</b><br><b>6.0 mil - Matte White Translucent Vinyl - 2yr</b><br>Clear Removable Adhesive<br>90# Layflat Liner<br><b>VERIFONE MEDIA Taxi Top Approved</b> | 228-54<br>228-60           | 54"x100'<br>60"x100'             |  |    |



|              |         |                                                                                                                        |                    |                      |                                                                                       |                                                                                                                                                                             |
|--------------|---------|------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CARBON FIBER | 780 NEW | <b>5.6 mil - Polymeric Black Carbon Fiber - 5yr</b><br>Clear Repositionable-permanent<br>90# Air Egress Layflat Liner  | 780-60U<br>780-30U | 60"x150'<br>30"x150' |  |   |
|              | 781 NEW | <b>5.6 mil - Polymeric Argent Carbon Fiber - 5yr</b><br>Clear Repositionable-permanent<br>90# Air Egress Layflat Liner | 781-60U<br>781-30U | 60"x150'<br>30"x150' |  |   |
|              | 782 NEW | <b>5.6 mil - Polymeric White Carbon Fiber - 5yr</b><br>Clear Repositionable-permanent<br>90# Air Egress Layflat Liner  | 782-60U<br>782-30U | 60"x150'<br>30"x150' |  |   |

| SERIES                                                                                            | PRODUCT DESCRIPTION                                                                                                                                                                                              | PART #                                                                 | SIZE                                                  | ADHESIVE                                                                                                                                                                    | INK TYPE                                                                              |
|---------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>255 NEW</b>                                                                                    | <b>3.0 mil - Optically Clear Gloss Vinyl - 1yr</b><br>Optically Clear Removable Adhesive<br>2.0 mil Traction Backed Polyester Liner                                                                              | 255-54                                                                 | 54"x150'                                              |                                                                                          |    |
| <b>202</b>                                                                                        | <b>3.4 mil - Matte White Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Layflat Liner                                                                                                               | 202-30<br>202-54<br>202-60                                             | 30"x150'<br>54"x150'<br>60"x150'                      |                                                                                          |    |
| <b>223</b>                                                                                        | <b>6.0 mil - Matte White Semi-Rigid Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Tight Release Liner                                                                                              | 223-54                                                                 | 54"x100'                                              |                                                                                          |    |
| <b>204</b>                                                                                        | <b>3.0 mil - Gloss White Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Layflat Liner                                                                                                               | 204-30<br>204-54<br>204-60                                             | 30"x150'<br>54"x150'<br>60"x150'                      |                                                                                          |    |
| <b>206</b>                                                                                        | <b>3.0 mil - Gloss Clear Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Layflat Liner                                                                                                               | 206-30<br>206-54<br>206-60                                             | 30"x150'<br>54"x150'<br>60"x150'                      |                                                                                          |    |
| <b>207</b>                                                                                        | <b>7.0 mil - Clear Static Cling</b><br>90# Layflat Liner                                                                                                                                                         | 207-27<br>207-54<br>207-5415<br>207-60 *NEW SIZE<br>207-6015 *NEW SIZE | 27"x75'<br>54"x75'<br>54"x150'<br>60"x75'<br>60"x150' |                                                                                                                                                                             |    |
| <b>208</b>                                                                                        | <b>7.0 mil - White Static Cling</b><br>90# Layflat Liner                                                                                                                                                         | 208-27<br>208-54<br>208-5415<br>208-60 *NEW SIZE<br>208-6015 *NEW SIZE | 27"x75'<br>54"x75'<br>54"x150'<br>60"x75'<br>60"x150' |                                                                                                                                                                             |    |
| <b>219 NEW</b>                                                                                    | <b>6.0 mil - Gloss Clear Semi-Rigid Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Tight Release Liner                                                                                              | 219-54                                                                 | 54"x100'                                              |                                                                                         |   |
| <b>221 NEW</b>                                                                                    | <b>6.0 mil - Gloss White Semi-Rigid Vinyl - 1yr</b><br>Clear Low-Tack Removable Adhesive<br>90# Tight Release Liner                                                                                              | 221-54                                                                 | 54"x100'                                              |                                                                                        |  |
| <b>228</b><br> | <b>TransMark</b><br><b>6.0 mil - Matte White Translucent Vinyl - 2yr</b><br>Clear Removable Adhesive<br>90# Layflat Liner<br><b>VERIFONE MEDIA Taxi Top Approved</b>                                             | 228-54<br>228-60                                                       | 54"x100'<br>60"x100'                                  |                                                                                        |  |
| <b>225</b><br> | <b>TransMark</b><br><b>3.2 mil - Matte White Translucent Vinyl - 2yr</b><br>Clear Removable Adhesive<br>90# Layflat Liner                                                                                        | 225-30<br>225-54<br>225-60                                             | 30"x150'<br>54"x150'<br>60"x150'                      |                                                                                        |  |
| <b>232</b><br> | <b>WindowMark</b><br><b>6.0 mil - Matte White Perforated 50/50 Film - 1yr</b><br>White Face/Black Back - Clear Removable Adhesive<br>84# Layflat with <b>Dual Liner Technology</b><br>(242 Laminare Recommended) | 232-54<br>232-60 *NEW SIZE                                             | 54"x100'<br>60"x100'                                  |                                                                                        |  |
| <b>270</b><br> | <b>WindowMark</b><br><b>6.0 mil - Matte White Perforated 70/30 Film - 1yr</b><br>White Face/Black Back - Clear Removable Adhesive<br>84# Layflat with <b>Dual Liner Technology</b><br>(242 Laminare Recommended) | 270-54<br>270-60                                                       | 54"x100'<br>60"x100'                                  |                                                                                        |  |
| <b>113</b>                                                                                        | <b>1.0 mil - Clear Polyester Removable Print Mount Film</b><br>Clear Permanent Adhesive 1-Side<br>Clear Removable Adhesive 1-Side<br>Printed 1.2 mil - Clear Polyester Liner (Self-Wound)                        | 113-38<br>113-51<br>113-514<br>113-54                                  | 38"x150'<br>51"x150'<br>51"x400'<br>54"x150'          |   |                                                                                       |
| <b>114</b>                                                                                        | <b>1.0 mil - Clear Polyester Removable Print Mount Film</b><br>Clear Permanent Adhesive 1-Side<br>Clear Removable Adhesive 1-Side<br>76# Liner (Self-Wound)                                                      | 114-38<br>114-51<br>114-514<br>114-54                                  | 38"x150'<br>51"x150'<br>51"x400'<br>54"x150'          |   |                                                                                       |

|                | SERIES                                                                                       | PRODUCT DESCRIPTION                                                                                                                                                                                                    | PART #                                             | SIZE                                                     | ADHESIVE                                                                              | INK TYPE                                                                              |
|----------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| WALLS          | 226<br>     | <b>WallMark</b><br><b>6.0 mil - Matte White Semi-Rigid Wall Vinyl</b><br>Clear Low-Tack Microsphere Beaded Adhesive<br>90# Tight Release Liner                                                                         | 226-54                                             | 54"x100'                                                 |    |    |
|                | 234<br>     | <b>GraphiTex</b><br><b>7.0 mil - Matte White Polyester Wall Fabric</b><br>Clear Low-Tack Wall Adhesive<br>90# Layflat Liner                                                                                            | 234-54<br>234-60                                   | 54"x100'<br>60"x100'                                     |    |    |
|                | 250<br>     | <b>WallFrog</b><br><b>4.0 mil - Matte White Polyester Wall Fabric</b><br>Clear Low-Tack Wall Adhesive<br>90# Layflat Liner                                                                                             | 250-54<br>250-60                                   | 54"x100'<br>60"x100'                                     |    |    |
|                | 252 NEW<br> | <b>WallTux</b><br><b>6.0 mil - Matte White Woven Polyester Wall Fabric</b><br>Clear Low-Tack Wall Adhesive<br>90# Layflat Liner                                                                                        | 252-54<br>252-60                                   | 54"x100'<br>60"x100'                                     |    |    |
|                | 229 NEW<br> | <b>WallMark Canvas</b><br><b>6.0 mil - Matte White Embossed Canvas Wall Vinyl</b><br>Clear Low-Tack Microsphere Beaded Adhesive<br>90# Tight Release Liner<br>(ASTM E84 Class 1)                                       | 229-54<br>229-60                                   | 54"x100'<br>60"x100'                                     |    |    |
| WRAPS          | 230<br>     | <b>AutoMark</b><br><b>2.4 mil - Gloss White Conformable Wrap Vinyl - 7yr</b><br>Grey Permanent Repositionable Adhesive<br>90# Air Egress Layflat Liner                                                                 | 230-54<br>230-60                                   | 54"x150'<br>60"x150'                                     |    |    |
|                | 231<br>     | <b>AutoMark</b><br><b>2.4 mil - Gloss Clear UV Wrap Laminate</b><br>Clear Permanent Adhesive<br>53# Liner                                                                                                              | 231-54<br>231-60                                   | 54"x150'<br>60"x150'                                     |   |                                                                                       |
|                | 240<br>   | <b>AutoMark</b><br><b>2.4 mil - Matte Clear UV Wrap Laminate</b><br>Clear Permanent Adhesive<br>53# Liner                                                                                                              | 240-54<br>240-60                                   | 54"x150'<br>60"x150'                                     |  |                                                                                       |
| WINDOW PERFS   | 232<br>   | <b>WindowMark</b><br><b>6.0 mil - Matte White Perforated 50/50 Film - 1yr</b><br>White Face/Black Back - Clear Removable Adhesive<br>84# Layflat with <b>Dual Liner Technology</b><br>(242 Laminate Recommended)       | 232-54<br>232-60 *NEW SIZE                         | 54"x100'<br>60"x100'                                     |  |  |
|                | 270<br>   | <b>WindowMark</b><br><b>6.0 mil - Matte White Perforated 70/30 Film - 1yr</b><br>White Face/Black Back - Clear Removable Adhesive<br>84# Layflat with <b>Dual Liner Technology</b><br>(242 Laminate Recommended)       | 270-54<br>270-60                                   | 54"x100'<br>60"x100'                                     |  |  |
|                | 242                                                                                          | <b>2.0 mil - Optically Clear UV Gloss Cast Laminate - 5yr</b><br>Optically Clear Permanent Adhesive<br>4.0 mil Smooth Frosted Polyester Liner                                                                          | 242-54<br>242-60                                   | 54"x150'<br>60"x150'                                     |  |                                                                                       |
| *LSE SPECIALTY | 235<br>   | <b>MotoMark</b><br><b>Matte White 4 mil "GRIP" Vinyl - 5yr</b><br>Clear High Bond *LSE Permanent Adhesive<br>90# Layflat Liner<br><br>*LOW SURFACE ENERGY<br>** 235-15P (Punched for 15" Gerber Printers and Plotters) | ** 235-15P<br>235-24<br>235-30<br>235-54<br>235-60 | 15"x150'<br>24"x150'<br>30"x150'<br>54"x150'<br>60"x150' |  |  |
|                | 238<br>   | <b>MotoMark</b><br><b>Gloss Clear 12 mil "ARMOR" UV Laminate - 5yr</b><br>Clear Permanent Adhesive<br>53# Liner                                                                                                        | 238-15<br>238-24<br>238-30<br>238-54<br>238-60     | 15"x75'<br>24"x75'<br>30"x75'<br>54"x75'<br>60"x75'      |  |                                                                                       |



# Mounting & Laminating Films

|                                | SERIES                                                                                                                                                                                      | PRODUCT DESCRIPTION                                                                                                                                                                                                              | PART #                                                    | SIZE                                                                 | ADHESIVE                                                                                                                                                                    |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GENERAL LAMINATES              | 100                                                                                                                                                                                         | <b>3.0 mil - Gloss Clear PVC Laminate</b><br>Clear Permanent Adhesive<br>53# Liner                                                                                                                                               | 100-38<br>100-51<br>100-54<br>100-61                      | 38"x150'<br>51"x150'<br>54"x150'<br>61"x150'                         |                                                                                          |
|                                | 101                                                                                                                                                                                         | <b>3.0 mil - Lustre Clear PVC Laminate</b><br>Clear Permanent Adhesive<br>53# Liner<br><b>VERIFONE MEDIA</b> Taxi Top Solution Product<br><b>OUTFRONT media</b> / <b>TITAN Approved</b>                                          | 101-31<br>101-38<br>101-51<br>101-514<br>101-54<br>101-61 | 31"x150'<br>38"x150'<br>51"x150'<br>51"x400'<br>54"x150'<br>61"x150' |                                                                                          |
|                                | 102                                                                                                                                                                                         | <b>3.0 mil - Matte Clear PVC Laminate</b><br>Clear Permanent Adhesive<br>53# Liner                                                                                                                                               | 102-31<br>102-38<br>102-51<br>102-514<br>102-54<br>102-61 | 31"x150'<br>38"x150'<br>51"x150'<br>51"x400'<br>54"x150'<br>61"x150' |                                                                                          |
|                                | 400                                                                                                                                                                                         | <b>3.0 mil - Gloss UV Clear PVC Laminate - 4yr</b><br>Clear Permanent Adhesive<br>53# Liner                                                                                                                                      | 400-30<br>400-38<br>400-54<br>400-60                      | 30"x150'<br>38"x150'<br>54"x150'<br>60"x150'                         |                                                                                          |
|                                | 401                                                                                                                                                                                         | <b>3.0 mil - Lustre UV Clear PVC Laminate - 4yr</b><br>Clear Permanent Adhesive<br>53# Liner                                                                                                                                     | 401-30<br>401-38<br>401-54<br>401-60                      | 30"x150'<br>38"x150'<br>54"x150'<br>60"x150'                         |                                                                                          |
|                                | 402                                                                                                                                                                                         | <b>3.0 mil - Matte UV Clear PVC Laminate - 4yr</b><br>Clear Permanent Adhesive<br>53# Liner                                                                                                                                      | 402-30<br>402-38<br>402-54<br>402-60                      | 30"x150'<br>38"x150'<br>54"x150'<br>60"x150'                         |                                                                                          |
|                                | 103                                                                                                                                                                                         | <b>5.0 mil - Velvet/Gloss Clear Polycarbonate Laminate</b><br>Clear Permanent Adhesive<br>1.5 mil Clear Polyester Liner                                                                                                          | 103-38<br>103-51<br>103-54<br>103-61                      | 38"x150'<br>51"x150'<br>54"x150'<br>61"x150'                         |                                                                                        |
|                                | * 109                                                                                                                                                                                       |  <b>*Traffic Graphic</b><br><b>5.0 mil - Scratch Resistant Textured Laminate</b><br>Clear Permanent Adhesive<br>1.5 mil Clear Polyester Liner | 109-38<br>109-51<br>109-54                                | 38"x150'<br>51"x150'<br>54"x150'                                     |                                                                                        |
|                                | * 211                                                                                                                                                                                       |  <b>*Traffic Graphic</b><br><b>6.0 mil - Gloss Clear Laminate</b><br>Clear Permanent Adhesive<br>53# Liner                                    | 211-54                                                    | 54"x150'                                                             |                                                                                        |
|                                | *  <b>TRAFFIC GRAPHIC CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY 4R93</b> |                                                                                                                                                                                                                                  |                                                           |                                                                      |                                                                                                                                                                             |
| FLOOR / DISPLAY / COUNTER MATS | 255 NEW                                                                                                                                                                                     | <b>3.0 mil - Optically Clear Gloss Vinyl - 1yr</b><br>Optically Clear Removable Adhesive<br>2.0 mil Traction Backed Polyester Liner                                                                                              | 255-54                                                    | 54"x150'                                                             |   |
|                                | 105                                                                                                                                                                                         | <b>2.0 mil - High Gloss Clear Polyester Laminate</b><br>Optically Clear Permanent Adhesive<br>1.5 mil Clear Polyester Liner                                                                                                      | 105-31<br>105-38<br>105-51<br>105-514<br>105-54<br>105-61 | 31"x150'<br>38"x150'<br>51"x150'<br>51"x400'<br>54"x150'<br>61"x150' |                                                                                        |
|                                | 106                                                                                                                                                                                         | <b>1.0 mil - Transparent Optically Clear Mount Film</b><br>Optically Clear Permanent Adhesive-Both Sides<br>1.5 mil Clear Polyester Liner                                                                                        | 106-31<br>106-38<br>106-51<br>106-514<br>106-54           | 31"x150'<br>38"x150'<br>51"x150'<br>51"x400'<br>54"x150'             |   |
|                                | 242                                                                                                                                                                                         | <b>2.0 mil - Optically Clear UV Gloss Cast Laminate - 5yr</b><br>Optically Clear Permanent Adhesive<br>4.0 mil Smooth Frosted Polyester Liner                                                                                    | 242-54<br>242-60                                          | 54"x150'<br>60"x150'                                                 |                                                                                        |
|                                |                                                                                                                                                                                             |                                                                                                                                                                                                                                  |                                                           |                                                                      |                                                                                                                                                                             |
| OPTICALLY CLEARS               |                                                                                                                                                                                             |                                                                                                                                                                                                                                  |                                                           |                                                                      |                                                                                                                                                                             |
|                                |                                                                                                                                                                                             |                                                                                                                                                                                                                                  |                                                           |                                                                      |                                                                                                                                                                             |
|                                |                                                                                                                                                                                             |                                                                                                                                                                                                                                  |                                                           |                                                                      |                                                                                                                                                                             |
|                                |                                                                                                                                                                                             |                                                                                                                                                                                                                                  |                                                           |                                                                      |                                                                                                                                                                             |
|                                |                                                                                                                                                                                             |                                                                                                                                                                                                                                  |                                                           |                                                                      |                                                                                                                                                                             |

# Mounting & Laminating Films

|                          | SERIES | PRODUCT DESCRIPTION                                                                                                                                                                       | PART #                                                    | SIZE                                                                 | ADHESIVE                                                                                                                                                                |
|--------------------------|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TEDLAR®                  | 108    | <b>Tedlar®</b><br><b>1.0 mil - Clear Tedlar® Overlamine - 5yr</b><br>Clear Permanent Adhesive<br>53# Liner                                                                                | 108-54                                                    | 54"x150'                                                             |                                                                                      |
|                          | 106    | <b>1.0 mil - Transparent Optically Clear Mount Film</b><br>Optically Clear Permanent Adhesive-Both Sides<br>1.5 mil Clear Polyester Liner                                                 | 106-31<br>106-38<br>106-51<br>106-514<br>106-54           | 31"x150'<br>38"x150'<br>51"x150'<br>51"x400'<br>54"x150'             |   |
| SPECIALTY MOUNTING FILMS | 107    | <b>1.5 mil - White Opaque Print Mount Film</b><br>White Opaque Polypropylene<br>High-Tack Clear Permanent Adhesive-Both Sides<br>76# Liner (Self-Wound)                                   | 107-31<br>107-38<br>107-51<br>107-514<br>107-54<br>107-61 | 31"x150'<br>38"x150'<br>51"x150'<br>51"x400'<br>54"x150'<br>61"x150' |   |
|                          | 112    | <b>0.5 mil - Clear Polyester Print Mount Film</b><br>High-Tack Clear Permanent Adhesive-Both Sides<br>76# Liner (Self-Wound)                                                              | 112-38<br>112-51<br>112-514<br>112-54                     | 38"x150'<br>51"x150'<br>51"x400'<br>54"x150'                         |   |
|                          | 113    | <b>1.0 mil - Clear Polyester Removable Print Mount Film</b><br>Clear Permanent Adhesive 1-Side<br>Clear Removable Adhesive 1-Side<br>Printed 1.2 mil - Clear Polyester Liner (Self-Wound) | 113-38<br>113-51<br>113-514<br>113-54                     | 38"x150'<br>51"x150'<br>51"x400'<br>54"x150'                         |   |
|                          | 114    | <b>1.0 mil - Clear Polyester Removable Print Mount Film</b><br>Clear Permanent Adhesive 1-Side<br>Clear Removable Adhesive 1-Side<br>76# Liner (Self-Wound)                               | 114-38<br>114-51<br>114-514<br>114-54                     | 38"x150'<br>51"x150'<br>51"x400'<br>54"x150'                         |   |
|                          | 111    | <b>2.0 mil - Dry Erase Gloss Clear Laminate</b><br>Polypropylene<br>Clear Permanent Adhesive<br>53# Liner<br><i>*Please review product data bulletin for recommended applications</i>     | 111-38<br>111-51<br>111-54                                | 38"x150'<br>51"x150'<br>54"x150'                                     |                                                                                    |
| WRAP LAMINATES           | 231    | <b>AutoMark</b><br><b>2.4 mil - Gloss Clear UV Wrap Laminate - 5yr</b><br>Clear Permanent Adhesive<br>53# Liner                                                                           | 231-54<br>231-60                                          | 54"x150'<br>60"x150'                                                 |                                                                                    |
|                          | 240    | <b>AutoMark</b><br><b>2.4 mil - Matte Clear UV Wrap Laminate - 5yr</b><br>Clear Permanent Adhesive<br>53# Liner                                                                           | 240-54<br>240-60                                          | 54"x150'<br>60"x150'                                                 |                                                                                    |
| THICK                    | 238    | <b>MotoMark</b><br><b>Gloss Clear 12 mil "ARMOR" UV Laminate - 5yr</b><br>Clear Permanent Adhesive<br>53# Liner                                                                           | 238-15<br>238-24<br>238-30<br>238-54<br>238-60            | 15"x75'<br>24"x75'<br>30"x75'<br>54"x75'<br>60"x75'                  |                                                                                    |

**Concept**  
MEDIA SOLUTIONS



309 S. UNION • SPARTA, MI 49345 • 616.887.7387 • F:616.887.9694 • [www.generalformulations.com](http://www.generalformulations.com)

MANUFACTURERS OF  
**PRESSURE SENSITIVE FILMS**  
MADE IN THE U.S.A.