

# Product Bulletin

## **Concept<sup>®</sup> 224** **TransMark-Translucent Vinyl** **PERMANENT ADHESIVE**

Concept<sup>®</sup> 224 is a 3.2-mil premium white translucent calendared PVC film coated with clear 200-5025 permanent 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> 224 may be printed using other common printing processes such as UV curable screen and UV curable offset but must be tested before production.

<b>Applications</b>	Concept <sup>®</sup> 224 is premium decal film designed for permanent interior or exterior signage applied to illuminated substrates such as polycarbonate, styrene and acrylic sheeting.	
<b>Thickness</b>	Film	3.2 mils.
	Adhesive	.8 to 1.1 mils.
	Liner	6.7 mils.
	(Thickness variance +/- 10%)	
<b>Dimensional Stability</b>	Good.	
<b>Temperature Ranges</b>	Minimum application temperature is +40°F. Service temperature is -40°F to +180°F.	
<b>Expected Exterior Exposure</b>	Up to 5 years.	
<b>Adhesion</b>	To stainless steel 40 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.	
<b>Water Resistance</b>	Excellent	
<b>Humidity Resistance</b>	Excellent.	
<b>Solvent Resistance</b>	Excellent	
<b>Storage Stability</b>	One year shelf life when stored at 70°F and 50% relative humidity.	
<b>Product Codes</b>	<b>224-30</b>	(30" X 150' roll)
	<b>224-54</b>	(54" X 150' roll)
	<b>224-54RW</b>	(54" X 150' roll, reverse wound/notched core)
	<b>224-60</b>	(60" X 150' roll)
<b>Recommendations</b>	Completely evaporate inkjet solvents before application. Failure to do so may facilitate solvent penetration resulting in vinyl degradation.	



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

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