

Product Bulletin

Concept® 255 **FLEXIBLE CLEAR GLOSS PVC** **Removable Adhesive**

Concept® 255 is a 75mic optically clear high gloss flexible Blended PVC film coated with an optically clear solvent removable pressure sensitive adhesive laminated to a 50gsm traction backed polyester liner. This film is designed to accept a variety of solvent-based, UV curable and latex inks common to wide format digital printing systems. The adhesive system provides clean removal from glass for up to one year under normal exposure conditions. The 50gsm polyester liner has a traction coating to aide in processing on common digital printers.

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| Applications | Concept® 255 is designed for temporary short term interior or exterior signage, decals and point-of-purchase displays on windows where optical clarity is required. | |
| Thickness | Film | 75mic |
| | Adhesive | 25mic |
| | Liner | 50gsm |
| | (Thickness variance +/- 10%) | |
| Dimensional Stability | Good. | |
| Temperature Ranges | Minimum application temperature | +4,4°Celsius |
| | Service temperature | -40°C to +82°C. |
| Expected Exterior Exposure | Concept® 255 contains UV inhibitors to extend exterior life. However any clear vinyl film can yellow with exposure to UV radiation. Must be tested for specific usage. | |
| Adhesion | To Glass | 5 N/25mm (FTM01) |
| | To Stainless Steel | 5 N/25mm (FTM01) |
| | Individual values may vary. Test thoroughly before production. | |
| Water Resistance | Good | |
| Humidity Resistance | Good | |
| Storage Stability | One year shelf life when stored at 21°C and 50% relative humidity | |
| Product Series | E255-54 | 1,37m x 50m |
| | E255-60 | 1,52m x 50m |
| Recommendations | Completely evaporate inkjet solvents before application. Failure to do so may facilitate solvent penetration resulting in vinyl degradation. | |



General
FORMULATIONS

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

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