

# Product Bulletin

## Concept<sup>®</sup> 201 FLEXIBLE WHITE MATTE PVC PERMANENT ADHESIVE

Concept<sup>®</sup> 201 is a 3.4-mil premium white matte flexible calendared PVC film coated with 200-5000 permanent acrylic pressure sensitive adhesive laminated to a 90# layflat liner. This film is designed to accept a variety of solvent-based inkjet and UV curable inks common to wide format digital printing systems. Adhesive 200-5000 produces permanent bond to a variety of common substrates used in the graphics applications. The 90# liner offers excellent product layflat in a variety of ambient conditions.

**Applications** Concept<sup>®</sup> 201 is designed for interior or exterior signage, decals, nameplates, die-cut letters and point-of-purchase displays.

**Thickness**

Film	3.4 mils.
Adhesive	.9 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** Up to 5 years.

**Adhesion** 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 for your specific use.

**Water Resistance** Good. Test if immersed.

**Humidity Resistance** Good.

**Solvent Resistance** Good

**Storage Stability** 6-month shelf life when stored at 70°F and 50% relative humidity.

**Product Codes**

<b>201-30</b>	(30" X 150' roll)
<b>201-54</b>	(54" X 150' roll)
<b>201-54RW</b>	(54" X 150' roll, reverse wound/notched core)
<b>201-60</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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