

# Product Bulletin

## Concept<sup>®</sup> 213

### TRAFFIC GRAFFIC<sup>®</sup> OVERLAMINATE

Concept<sup>®</sup> 213 is a 3.75 mil embossed clear flexible embossed polypropylene film designed for use as an economical short term protective overlay for Traffic Graff<sup>®</sup> decals. This laminate is also an environmentally friendly alternative to PVC films. Concept<sup>®</sup> 213 overlaminates offers a permanent acrylic pressure sensitive adhesive formulated for exceptional clarity and bond for these types of applications.

<b>Applications</b>	This product is intended for use as an overlaminating film to produce short term indoor Traffic Graff <sup>®</sup> floor decals, table and counter top applications. Concept <sup>®</sup> 213 is also approved for indirect food contact. The adhesive is formulated to adhere to most common printing inks. However, specific formulations must be tested before use. Some inks may contain excessive flow additives that could reduce adhesion of this product. Test before production.	
<b>Slip Resistance</b>	Concept <sup>®</sup> 213 is classified under UL 410 for floor graphics overlay applications.	
<b>Indirect Food Contact</b>	The film and adhesive complies with the following citations in 21CFR 174 thru 182 and 21CFR 175.105 respectively.	
<b>Thickness</b>	Film	3.75 mils.
	Adhesive	.8 to 1.1 mils.
	Liner	4 mils.
	(Thickness variation +/- 10%)	
<b>Temperature Ranges</b>	Minimum application temperature	+40°F.
	Service temperature	-40°F to +200°F.
<b>Expected Exterior Exposure</b>	This product is designed for interior applications.	
<b>Durability</b>	Concept <sup>®</sup> 213 will function as a floor overlaminates for six (6) months under normal use.	
<b>Adhesion</b>	To stainless steel	40 Oz. / In.
	Tested according to PSTC-101 Method A with 24-hour dwell at 70°F and 50% relative humidity. Typical values. Individual values may vary.	
	Test thoroughly before production.	
<b>Water Resistance</b>	Good	
<b>Humidity Resistance</b>	Excellent	
<b>Storage Stability</b>	Six (6) months shelf life when stored at 70°F and 50% relative humidity.	
<b>Product Code</b>	<b>213-54</b>	54" x 150'
	<b>213-60</b>	60" x 150'



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

309 S. Union • P.O. Box 158 • Sparta, Michigan 49345 • (616) 887-7387 • (800)253-3664 • FAX (616)887-0537  
Web Site: [www.generalformulations.com](http://www.generalformulations.com) • e-mail: [gfiinfo@generalformulations.com](mailto:gfiinfo@generalformulations.com)

We believe the information on this product to be accurate. However, since we cannot anticipate or control the conditions under which this information or our products may be used, we cannot guarantee results obtained through their use. Tests of our products should be made by users to determine the suitability of these products for a specific purpose. The products are sold without warranty, either express or implied. The purchaser should refer to General Formulations, Inc's Price List for Terms and Conditions or Sale, Including Disclaimer of Warranties and Limitation of Liability.