

# Product Bulletin

## Concept® 234 Fabric Wall Film

Concept® 234 is a 7.0 mil premium white matte coated polyester fabric with an acrylic removable pressure sensitive adhesive backed by a 90# sta flat liner. The combination of fabric and adhesive allows removability of this product from normal wall surfaces. The 90# release liner provides excellent stability for processing using standard solvent, eco-solvent, UV curable and latex digital inks common to wide format digital printing systems.

### Applications

Concept® 234 is designed for temporary application of decals and graphics to most types of painted interior walls. This includes most flat, semi gloss and gloss paint finishes. Decals may also be applied to sealed wall coverings. The surface must be smooth and clean prior to application. Not designed for coated/sealed/treated stainless steel, brass or bronze surfaces.

### Thickness

|                               |                 |
|-------------------------------|-----------------|
| Film                          | 7.0 mils.       |
| Adhesive                      | .8 to 1.2 mils. |
| Liner                         | 6.7 mils.       |
| (Thickness variation +/- 10%) |                 |

### Dimensional Stability

Good.

### Temperature Ranges

|                                 |                  |
|---------------------------------|------------------|
| Minimum application temperature | +40°F.           |
| Service temperature             | -40°F to +200 F. |

### Ignition Properties

|                            |       |       |
|----------------------------|-------|-------|
| ASTM D1929                 |       |       |
| Flash Ignition Temperature | 752°F | 400°C |
| Self Ignition Temperature  | 788°F | 420°C |

### Removability

Removable up to 6 months under normal interior exposure conditions and applications. Removal of wall fabric should be done at a 180° angle while pulling slowly against itself.

### Adhesion

To standard test panels 4 to 12 oz. /in.  
Tested according to PSTC-101 Method A procedures with 24 hour dwell at 70°F and 50% relative humidity. Typical values. Individual values may vary. Bond to wall surfaces may vary. Test thoroughly before production.

### Storage Stability

6 months shelf life when stored at 70°F and 50% relative humidity.

### Product Code

|                 |            |
|-----------------|------------|
| Concept® 234-54 | 54" x 100' |
| Concept® 234-60 | 60" x 100' |

### Recommendations

Completely evaporate inkjet solvents before application. Failure to do so may facilitate solvent penetration resulting in product failure.



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

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