

# Product Bulletin

## **Concept<sup>®</sup> 203** **FLEXIBLE GLOSS WHITE PVC** **PERMANENT ADHESIVE**

Concept<sup>®</sup> 203 is a 3-mil premium white gloss flexible calendared vinyl 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 industry. The 90# liner offers excellent product layflat in a variety of environmental conditions.

**Applications** Concept<sup>®</sup> 203 is designed for interior or exterior signage, decals, nameplates, and point-of-purchase displays.

**Thickness** Film 3.0 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** 203-30 (30" X 150' roll)  
203-54 (54" X 150' roll)  
203-54RW (54" X 150' roll, reverse wound/ notched core)  
203-60 (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 Graffic Floor Advertising Films,  
Custom Coatings and Printing Inks.***

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