

# Product Bulletin

## **Concept<sup>®</sup> 222** **SEMI RIGID WHITE MATTE PVC** **PERMANENT ADHESIVE**

Concept<sup>®</sup> 222 is a 6.0-mil premium white matte semi rigid calendared PVC film coated with 200-4990 permanent acrylic pressure sensitive adhesive laminated to a 90# tight release digital liner designed for roll processing. This vinyl film is designed to accept a variety of solvent-based inkjet and UV curable inks common to wide format digital printing systems.

**Applications** Concept<sup>®</sup> 222 is general purpose decal film designed for interior or exterior signage, decals, nameplates, die-cut letters and point-of-purchase displays.

**Thickness**

|          |                 |
|----------|-----------------|
| Film     | 6.0 mils.       |
| Adhesive | .8 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 3 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 before production.

**Water Resistance** Good.

**Humidity Resistance** Good.

**Solvent Resistance** Good

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

**Product Codes** **222-54** (54" X 100' roll)  
**222-54RW** (54" X 100' roll, reverse wound/notched core)

**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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