

# Product Bulletin

**Concept<sup>®</sup> 225**

## **TransMark<sup>®</sup> - 3.2 mil Translucent Vinyl REMOVABLE ADHESIVE**

Concept<sup>®</sup> 225 is a 3.2-mil premium translucent calendered PVC film coated with clear 200-4999 removable acrylic pressure sensitive adhesive laminated to a 90# layflat liner. This vinyl film is designed to accept a variety of solvent-based inkjet and UV curable inks common to wide format digital printing systems. Concept<sup>®</sup> 225 may be printed using other common printing processes such as UV curable screen and UV curable offset but must be tested before production.

### **Applications**

Concept<sup>®</sup> 225 is premium pressure sensitive decal film with uniform light diffusion properties used to produce backlit displays for applications such as taxi tops, backlit bus displays and any other application requiring back lighting. Concept<sup>®</sup> 225 offers excellent bond to substrates such as polycarbonate, styrene and acrylic sheeting while maintaining easy installation and removal properties. Overlay with Concept<sup>®</sup> 101 Lustre for VeriFone taxi top approved displays.

### **Thickness**

Film 3.2 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** Removable for up to 1 year.

### **Adhesion**

To stainless steel 16 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**

Excellent

### **Humidity Resistance**

Excellent.

### **Solvent Resistance**

Excellent

**Percent Light Transmission** Approximately 15% at 550 nm.

### **Storage Stability**

One year shelf life when stored at 70°F and 50% relative humidity.

### **Product Codes**

<b>225-30</b>	(30" X 150' roll)	<b>225-54</b>	(54" X 150' roll)
<b>225-60</b>	(60" X 150' roll)		



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

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