

Product Bulletin

Concept[®] 210 TRAFFIC GRAFFIC[®] BASE VINYL REMOVABLE ADHESIVE

Concept[®] 210 is a specially formulated flexible vinyl with a high performance acrylic pressure sensitive adhesive on a 90# stay-flat liner. The combination of vinyl and adhesive allows removability of the film from most common commercial tile floor substrates for up to 6 months under normal exposure conditions. This film is designed to accept a variety of solvent-based inkjet and UV curable inks common to wide format digital printing systems.

Applications Concept[®] 210 is designed for temporary floor signs, decals, and point of purchase advertising. Must be used with 211-CVE-6.0-OL/42# (overlamine) to provide protection to the graphics.

Thickness

Film	3.4 mils.
Adhesive	.8 to 1.0 mils.
Liner	6.7 mils.

(Thickness variance +/- 10%)

Temperature Ranges Minimum application temperature is +40° F.
Service Temperature -40° F to +180° F.

Adhesion to stainless steel 8 oz/in. PSTC-1 with 24 hour dwell at 70 F and 50 % relative humidity. Typical values. Individual values may vary. Test thoroughly before production.

Removability Up to 6 months from most common commercial tile floors. Floor must be clean before application. All tiles must be firmly attached to the sub floor. Painted floors must have excellent adhesion to the sub floor. Test all painted cement floors for adhesion of the paint before applying a floor decal.

Water Resistance Good. Do not saturate

Humidity Resistance Excellent.

Solvent Resistance Excellent.

Storage Stability 6-months when stored at 70° F and 50% relative humidity.

Product Code **210-54** (54" X 150' roll)
210-54RW (54" X 150' 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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