

# Product Bulletin

## Concept<sup>®</sup> 212 TRAFFIC GRAFFIC<sup>®</sup> BASE VINYL REMOVABLE ADHESIVE Carpet Application

Concept<sup>®</sup> 212 is a specially formulated flexible 3.4 mil 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 carpets 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

This product is designed for temporary floor signs, decals, and point of purchase advertising on commercial carpets. These are carpets with a short nap and a tight weave containing minimal texture. Must use either Concept<sup>®</sup> 109 or Concept<sup>®</sup> 211 (overlamine) to provide protection to the graphics.

### Thickness

Film	3.4 mils
Adhesive	0.8 to 1.0 mil.
Liner	6.7 mils.
(Thickness variance +/- 10%)	

### Temperature Ranges

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

### Adhesion

To stainless steel 32 oz/in.  
PSTC-101 Method A with 24 hours dwell at 70° F and 50 % relative humidity.  
Typical value. Individual values may vary.  
Test thoroughly before production.

### Removability

Up to 6 months from most common commercial floors.  
Carpet must be clean before application and firmly attached to the sub floor.

### Water Resistance

Excellent.

### Humidity Resistance

Excellent.

### Storage Stability

1 year when stored at 70° F and 50% relative humidity.

### Product Code

**212-54** (54" 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 Graffice Floor Advertising Films,  
Custom Coatings and Printing Inks.**

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