

# Product Bulletin

## Concept® 223

### SEMI RIGID WHITE MATTE PVC Removable Adhesive

Concept® 223 is a 150mic premium white matte semi rigid polymeric vinyl film coated with 200-4982 removable acrylic pressure sensitive adhesive laminated to a 135gsm tight release digital liner designed for roll processing . This film is designed to accept a variety of solvent-based, UV curable and latex inks common to wide format digital printing systems.

#### Applications

Concept® 223 is a high performance removable decal film designed for ease of application of temporary interior or exterior signage, decals, nameplates, die-cut letters and point-of-purchase displays. Concept® 223 is the ideal media for temporary store front applications requiring bond to windows. This media may also be used on smooth surfaces such as metals, painted metals and certain high energy plastics. Not designed for coated/ sealed/ treated stainless steel, brass or bronze surfaces.

#### Thickness

Film	150mic.
Adhesive	25mic
Liner	135gsm
(Thickness variance +/- 10%)	

#### Dimensional Stability

Good.

#### Temperature Ranges

Minimum application temperature	+4,4°Celsius
Service temperature	-40°C to +82°C.

#### Expected Exterior Exposure

Removable up to 1 year under normal conditions.

#### Adhesion

To glass	2 N/25mm (FTM01)
To standard test panels	2 N/25mm (FTM01)

Individual values may vary. Test thoroughly before production.

#### Water Resistance

Good. Test if immersed.

#### Humidity Resistance

Good

#### Solvent Resistance

Good

#### Storage Stability

One year shelf life when stored at 21°C and 50% relative humidity

#### Product Series

E223-54 1,37m x 30.48m

#### Recommendations

Completely evaporate inkjet solvents before application. Failure to do so may facilitate solvent penetration resulting in vinyl degradation.



*General*  
FORMULATIONS

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

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