

# Product Bulletin

## Concept® 275 SUBMARK™

### WHITE FLEXIBLE HIGH-TACK POLYMERIC VINYL

Concept® 275 SUBMARK™ is a 90mic flexible polymeric matte white opaque vinyl film coated with a high-tack permanent acrylic pressure sensitive adhesive designed for wall-cut subway poster applications. This vinyl film is a high quality opaque matte white with excellent outdoor durability. The film provides integrity against removal, helping to prevent vandal's from removing from the subway. The 200-4998 adhesive is designed to bond to a variety of substrates such as metals, painted metals, smooth finish powder coated metals, low surface energy plastics, rough textured surfaces, wood, ceramic tile, wall-cut outs, concrete and fiber board frames. This film is backed with a two-sided poly coated 135gsm layflat release liner with the SUBMARK™ logo for ease of identification by printers and installers.

#### Applications

This product is recommended for outdoor and indoor uses where a high quality marking film requiring flexibility, durability and resistance to sunlight is required. These films can be used for one, two and three sheet subway advertising posters, architectural signage, commercial-retail signage, industrial identification decals, safety decals, point-of-purchase graphics and other decals requiring extended life. Approved and specified by CBS Outdoor for New York subway posters. It is important that printers refer to the CBS Outdoor Approved Substrate Table and follow the specifications for subway posters.

#### Printing Processes

This material is designed to be printed with high quality screen printing inks formulated for flexible vinyl to obtain maximum exterior life. SUBMARK™ may also be printed using solvent and UV digital processes.

#### Thickness

Film	90mic
Adhesive	25mic
Liner	135gsm
(Thickness variance +/- 10%)	

#### Temperature Ranges

Minimum application temperature	-7°Celsius
Service temperature	-40°C to +93°C.

#### Expected Exterior Exposure

Up to 5 years. Performance can vary depending on UV exposure.

#### Adhesion

To stainless steel	27 N/25mm (FTM01)
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Individual values may vary. Test thoroughly before production.

#### Water Resistance

Excellent

#### Humidity Resistance

Excellent

#### Solvent Resistance

Good resistance to intermittent exposure from petroleum oils, grease, aliphatic hydrocarbons and gasoline.

#### Storage Stability

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

#### Product Series

E275-54	1,37m x 50m
E275-60	1,52m x 50m
E275-62	1,58m x 50m



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

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