

# Product Bulletin

## Concept<sup>®</sup> 228

### TransMark<sup>®</sup> - 6.0 mil Translucent Vinyl REMOVABLE ADHESIVE

Concept<sup>®</sup> 228 is a 6.0-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> 228 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> 228 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> 228 offers excellent bond to substrates such as polycarbonate, styrene and acrylic sheeting while maintaining easy installation and removal properties. CBS Outdoor and VeriFone taxi top approved displays.

#### Thickness

Film	6.0 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.
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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

#### Storage Stability

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

#### Percent Light Transmission

Approximately 20% at 550 nm.

#### Product Codes

<b>228-54</b>	(54" X 100' roll)
<b>228-60</b>	(60" X 100' roll)

#### Recommendations

Completely evaporate inkjet solvents before application. Failure to do so may facilitate solvent penetration resulting in vinyl degradation. Always thoroughly test this product to confirm it meets your requirements.



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

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