

# Product Bulletin

## Concept<sup>®</sup> 255 FLEXIBLE CLEAR GLOSS PVC REMOVABLE ADHESIVE

Concept<sup>®</sup> 255 is a 3.0 mil optically clear high gloss flexible calendared PVC film coated with an optically clear solvent removable pressure sensitive adhesive laminated to a 2 mil traction backed polyester liner. This film is designed to accept a variety of solvent-based, UV curable and latex inks common to wide format digital printing systems. The adhesive system provides clean removal from glass for up to one year under normal exposure conditions. The 2 mil polyester liner has a traction coating to aide in processing on common digital printers.

<b>Applications</b>	Concept <sup>®</sup> 255 is designed for temporary short term interior or exterior signage, decals and point-of-purchase displays on windows where optical clarity is required.	
<b>Thickness</b>	Film	2.8 to 3.2 mils.
	Adhesive	.7 to 1.0 mils.
	Liner	2.0 mils.
	(Thickness variance +/- 10%)	
<b>Dimensional Stability</b>	Good.	
<b>Temperature Ranges</b>	Minimum application temperature	+40°F.
	Service temperature	-40°F to +180°F.
<b>Expected Exterior Exposure</b>	Concept <sup>®</sup> 255 contains UV inhibitors to extend exterior life. However any clear vinyl film can yellow with exposure to UV radiation. Must be tested for specific usage.	
<b>Adhesion</b>	To Glass	2 Oz/ in.
	To Stainless Steel	2 Oz/ in.
	Tested according to PSTC-1 with 24-hour dwell at 70°F and 50% relative humidity. Typical values. Individual values may vary. Test thoroughly before production.	
<b>Water Resistance</b>	Good	
<b>Humidity Resistance</b>	Good.	
<b>Storage Stability</b>	One (1) year shelf life when stored at 70°F and 50% relative humidity.	
<b>Product Codes</b>	255-54 (54" x 150' roll)	
<b>Recommendations</b>	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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