

Product Bulletin

Concept® 285 RoughMark™ **CONFORMABLE CALENDERED VINYL** **Removable Adhesive**

Concept®285 **RoughMark™** is a 90 mic matte opaque polymeric vinyl film coated with a high-tack removable (HTR) acrylic pressure sensitive adhesive on a 135 gsm layflat liner. The 135 gsm liner provides excellent dimensional stability for digital printing. Concept®285 accepts a variety of solvent-based, eco-solvent, latex and *UV curable inks common to wide format digital printing systems.

Applications

Concept®285 **RoughMark™** can be used in applications where a conformable removable vinyl is desired. This film conforms well with controlled heat and features clean removability from a variety of moderately textured substrates including brick, block, and concrete surfaces (vertical application only). If a high gloss finish is desired, it is recommended to use Concept®242 gloss clear cast laminate.

NOTE: If applied to a painted surface the paint must bond tightly to the substrate. Test all applications prior to use. Not designed for coated/ sealed/ treated stainless steel, brass or bronze surfaces

Thickness

Film	90 mic.
Adhesive	45 mic
Liner	135 gsm
(Thickness variance +/- 10%)	

Temperature Ranges

Minimum application temperature	+4,4°Celsius
Service temperature	-40°C bis +93°C.

Removability

Removable up to 6 months for common substrates under normal exposure conditions.

Adhesion

Stainless steel	4,38 N/25mm
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Tested according to PSTC-101 Method A procedure with 24 -hour dwell at 21°C and 50% relative humidity. Typical values. Individual values may vary. Test thoroughly before production.

Water Resistance **Humidity Resistance** **Storage Stability**

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

Storage Stability

One (1) year shelf life when stored at 21°C and 50% relative humidity.

Product Series

E285-54	1,37m x 50m
E285-5475	1,37m x 25m
E285-60	1,52m x 50m
E285-6075	1,52m x 25m

Recommendations

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

* For UV Curable inks, please consult with the ink manufacturer for specifics on ink flexibility.



General
FORMULATIONS

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

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