

# Product Bulletin

## **Concept® 111** **DRY ERASE FILM** Permanent Adhesive

Concept® 111 is a 50 mic clear film coated with a permanent acrylic pressure sensitive adhesive on a smooth paper liner designed for use with dry erase markers.

### **Applications**

This product is recommended for producing general purpose graphics, decals and unprinted substrates for use with dry erase pens. Typical substrates are paper, cardboard, photos and unprinted substrates. If producing industrial grade dry erase boards or multi layer laminates of either plastics or metal consult with your Concept sales representative. These include sign in boards typically found in hospitals, retail establishments and restaurants.

For best results, we suggest the following dry erase brand marking pens: Avery Marks-a-lot® (chisel point), Expo Scents® (chisel point), Expo Bold color® (chisel Point), Expo regular® (chisel point) brand marking pens.

### **Thickness**

Film	50 mic.
Adhesive	25 mic
Liner	80 gsm.
(Thickness variance +/- 10%)	

### **Dimensional Stability**

Film can react to heat in processing. In laminating process do not use excessive unwind tension or nip roll pressure as curl could result.

### **Temperature Ranges**

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

### **Expected Exterior Life**

Limited. Dry Erase Film has limited resistance to UV exposure. Test fully for any extended outdoor use.

### **Adhesion**

To stainless steel	13,13 N/25mm
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PSTC-1 with 24-hour dwell at 21°C and 50% relative humidity. Typical values. Individual values may vary. Test thoroughly before production.

### **Water Resistance**

Good. Immersion not recommended.

### **Humidity Resistance**

Good.

### **Storage Stability**

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

### **Product Series**

E111-54 1,37m x 50m



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

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