

# 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 |
|-----------------|-------------|

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.  
Excellent.  
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.



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

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