

# Product Bulletin

## Concept® 290 ChalkMark™

### CALENDERED VINYL Removable Adhesive

Concept® 290 **ChalkMark™** vinyl is a 125 mic matte black chalkboard vinyl with a clear high-tack removable adhesive on a 135 gsm liner. **ChalkMark™** is commonly used to produce decorative vinyl graphics on vinyl cutting equipment and for covering large areas for menu boards or murals.

#### Applications

Concept® 290 **ChalkMark™** can be used to create promotion graphics, menu boards, point-of-purchase graphics and decorations for bedroom walls. **ChalkMark™** is not designed for coated/sealed/treated stainless steel, brass or bronze surfaces.

UV flatbed only (white ink). Not intended for Solvent, Eco-Solvent or Latex ink systems.

#### Thickness

Film	125 mic.
Adhesive	25 mic
Liner	135 gsm
(Thickness variance +/- 10%)	

#### Temperature Ranges

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

#### Expected Durability

Interior application only.

#### Removability

Clean removability from smooth painted drywall up to 1 year.

#### Adhesion

To stainless steel	5,47 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

Excellent.

#### Humidity Resistance

Excellent.

#### Classifications

Concept®290 **ChalkMark™** is compliant with CPSIA 2008, RoHS and REACH.

#### Storage Stability

One year shelf life stored at 21°C and 50% relative humidity.

#### Product Series

E290-54	1,37m x 50m
E290-60	1,52m x 50m

#### Recommendations

Concept®290 **ChalkMark™** vinyl works with \*standard chalk, soft chalk, and liquid chalk markers.

\*Please note that standard chinks vary and some may mar or scratch the vinyl surface due to their hardness and density, as well as the amount of pressure applied.

Continued on page 2



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

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We recommend you test a small section of the film first. Soft chalk and Liquid Chalk Markers are ideal for this type of surface and will clean up with water and/or no stronger than 70/30 isopropyl alcohol (water to alcohol ratio).

Recommended brands:

ChalkMark™ has been tested with the following brands:

- Liquid Chalk Markers: Elmers Board Mate Markers, ChalkInk Markers and Expo BrightSticks
- Soft Chalk: Staedtler Karat Soft Pastel Chalks



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