

Product Bulletin

Concept® 250

WALL-FROG™ PRESSURE SENSITIVE FABRIC

Concept® 250 is a 100mic matte white polyester fabric with an acrylic removable pressure sensitive adhesive backed by a 135 gsm sta flat liner. Concept® 250 is formulated without chlorine and phthalates*. The combination of fabric and adhesive allows removability of this product from normal wall surfaces. The 135gsm release liner provides excellent stability for processing using standard solvent, eco-solvent, UV curable and latex digital inks common to wide format digital printing systems.

Applications

Concept® 250 is designed for temporary application of decals and graphics to most types of painted interior walls. This includes most flat, semi gloss and gloss paint finishes. Decals may also be applied to sealed wall coverings. The surface must be smooth and clean prior to application. Consult with paint manufacturer for correct paint cure time before applying Concept® 250 to freshly painted surfaces. Not designed for coated/ sealed/ treated stainless steel, brass or bronze surfaces.

Thickness

Fabric	100mic
Adhesive	30mic
Liner	135gsm
(Thickness variance +/- 10%)	

Dimensional Stability

Good.

Temperature Ranges

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

Removability

Removable up to 6 months under normal interior exposure conditions and applications. Removal of wall fabric should be done at a 180° angle while pulling slowly against itself.

Adhesion

To standard test panels	6 N/25mm (FTM01)
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Individual values may vary. Bond to wall surfaces may vary. Test thoroughly before production.

Storage Stability

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

Product Series

E250-54	1,37m x 30.48m
E250-60	1,52m x 30.48m

Recommendations

Chlorine and phthalates are not intentionally added to the formulation of Concept® 250. There is a possibility of trace contamination during raw material manufacturing. Completely evaporate inkjet solvents before application. Failure to do so may facilitate solvent penetration resulting in product failure.



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

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