



# Product Bulletin

## Concept® 616

### 3.1 MIL WHITE PROMOTIONAL VINYL CLEAR PERMANENT ADHESIVE

Concept® 616 is a 3.1 mil white gloss or matte flexible calendared PVC film coated with a permanent clear pressure sensitive adhesive laminated to 86# poly one side liner. This vinyl film is designed to accept a variety of solvent, eco solvent, latex and UV curable inks common to wide format digital printing systems. This adhesive produces permanent bonds to a variety of common substrates used in graphics applications. The 86# kraft liner will provide dimensional stability for digital printing and post processing.

#### Applications

Concept® 616 is designed for interior or exterior signage, decals, nameplates and point-of-purchase displays where a general purpose pressure sensitive adhesive is required.

#### Thickness

Film	3.1 mils.	80 microns	
Adhesive	.6 to .8 mils.	15 to 21 microns	
Liner	6.0 mils.	152 microns	140g/m <sup>2</sup>
(Thickness variance +/- 10%)			

#### Dimensional Stability

Good under normal conditions.  
High heat and age may accelerate vinyl shrinkage.

#### Temperature Ranges

Minimum application temperature	+60°F.	15°C
Service temperature	-40°F to +180°F.	-40°C to +82°C
Optimal printing temperature.	100°F to 110 °F	38°C to 43°C

#### Expected Exterior Exposure

Up to 2 years under normal exposure conditions.

#### Adhesion

Based on LPR test @ 24 hours

To stainless steel	40 Oz/in.	11N/25mm
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PSTC-101 Method A with 24 hr. dwell at 70°F (21°C) and 50% relative humidity.  
Typical values. Individual values may vary.  
Test thoroughly before production.

#### Water Resistance

Good

#### Humidity Resistance

Good.

#### Storage Stability

One (1) year shelf life when stored at 70°F (21°C) and 50% relative humidity.

#### Product Codes

616-54G	Gloss White	(54" X 164' roll)	(1.37 X50m)
616-60G	Gloss White	(60" X 164' roll)	(1.52 X50m)
616-54M	Matte White	(54" X 164' roll)	(1.37 X50m)
616-60M	Matte White	(60" X 164' roll)	(1.52 X50m)

#### Recommendations

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



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

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