

Product Bulletin

Concept® 285 RoughMark™

CONFORMABLE CALENDERED VINYL / REMOVABLE ADHESIVE

Concept® 285 RoughMark™ is a 3.5 mil matte opaque polymeric vinyl film coated with a high-tack removable (HTR) acrylic pressure sensitive adhesive on a 90# layflat liner. The 90# 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	3.5 mils.
Adhesive	1.8 to 2.1 mils.
Liner	6.5 mils.
(Thickness variation +/- 10%)	

Temperature Ranges

Minimum application temperature	+40°F.
Service temperature	-40°F to +200 F.

Removability

Removable up to 6 months for common substrates under normal exposure conditions.

Adhesion

Stainless steel	16 Oz/ inch minimum
PSTC-101 Method A	
Dwell is 24 hours at room temperature.	

Solvent Resistance

Good resistance to intermittent exposure from petroleum oils, grease, aliphatic hydrocarbons and gasoline.

Expected Exterior Exposure

Up to five (5) years outdoor durability under normal exposure conditions.

Water Resistance

Excellent.

Humidity Resistance

Excellent.

Storage Stability

One year shelf life stored at 70° F and 50% relative humidity.

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.

Product Codes

285-54	54" x 150'
285-5475	54" x 75'
285-60	60" x 150'
285-6075	60" x 75'



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

309 S. Union • P.O. Box 158 • Sparta, Michigan 49345 • (616) 887-7387 • (800)253-3664 • FAX (616)887-0537
Web Site: www.generalformulations.com • e-mail: gfiinfo@generalformulations.com

We believe the information on this product to be accurate. However, since we cannot anticipate or control the conditions under which this information or our products may be used, we cannot guarantee results obtained through their use. Tests of our products should be made by users to determine the suitability of these products for a specific purpose. The products are sold without warranty, either express or implied. The purchaser should refer to General Formulations, Inc's Price List for Terms and Conditions or Sale, Including Disclaimer of Warranties and Limitation of Liability.