

285
SERIES
WALLS

NEW ROUGHMARK™

MODERATELY TEXTURED SURFACE WALL VINYL



- 3.5 mil Matte White Conformable Polymeric Vinyl
- Clear Solvent, High Tack Removable Adhesive on a 90# Liner
- Designed for Moderately Textured Surfaces
- Conforms with heat to Brick, Cement & Cinder Block Walls
- Printable with Solvent, Eco-solvent, Latex and UV Curable Inks
- Roll Sizes Available: 54" x 75' • 54" x 150' • 60" x 75' • 60" x 150'

Concept
MEDIA SOLUTIONS



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MANUFACTURERS OF
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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
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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.

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.

Product Codes

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



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