

2010APAE
MATTE
GENERAL SIGNAGE

Grey Adhesive
with Air-Egress
Liner!

Digital Appetite

A GENERAL FORMULATIONS PUBLICATION

INTRODUCING

2 NEW Recipes For Success!

Great... Just got better!



classic 2010AP & 2030AP

2010AP & 2030AP with "AE"

Our classic 2010AP
and 2030AP
Matte and Gloss
White print
films NOW with
Air Egress (AE)
technology



Concepts newest flavor!

WARNING!

Side effects may include the following:

- Quicker installations.
- Unexpected free time.
- Increased productivity means better profit.
- 100% reduction in application fluid used. (dry apply only)



Available roll size: 54" x 150'

For more information contact your local Concept Dealer
or General Formulations on a Dealer near you.

Rolls 54"x 150'

NEW- 201-OAPAE with AIR EGRESS 90# liner- 319.00 (.47sq/ft.
NEW- 203-OAPAE with AIR EGRESS 90# liner- 319.00 (.47sq/ft.

Graphic Commerce Ltd.

Mississauga, On

phone (905)624-3124 toll free 1-800-543-2796

email - info@graphiccommerce.com

web - www.graphiccommerce.com



Product Bulletin

Concept[®] 203-OAPAE FLEXIBLE GLOSS WHITE PVC PERMANENT ADHESIVE

Concept[®] 203-OAPAE (Air Egress) is a 3-mil premium white gloss flexible calendared vinyl film coated with 200-5031 permanent gray acrylic pressure sensitive adhesive laminated to a 90#AE layflat liner. This film is designed to accept a variety of solvent-based, UV curable and latex inks common to wide format digital printing systems. Adhesive 200-5031 offers good opacity with low initial tack building to a permanent bond within 24 hours providing repositionability to the graphic during application. The 90#AE liner offers excellent product layflat in a variety of ambient conditions along with ease of application for large format graphics.

Applications	Concept [®] 203-OAPAE is designed for large format interior or exterior signage, decals, nameplates, and point-of-purchase displays.	
Thickness	Film	3.0 mils.
	Adhesive	.8 to 1.0 mils.
	Liner	7.5 mils.
	(Thickness variance +/- 10%)	
Dimensional Stability	Good.	
Temperature Ranges	Minimum application temperature	+40° F.
	Service temperature	-40° F to +180° F.
Expected Exterior Exposure		
Exterior	Up to 3 years under normal exposure conditions.	
Interior	Up to 5 years under normal exposure conditions.	
Adhesion	To stainless steel	40 oz/in.
	PSTC-101 Method A with 24 hr. dwell at 70° F and 50% relative humidity.	
	Typical values. Individual values may vary.	
	Test thoroughly for your specific application.	
Water Resistance	Good. Test if immersed.	
Humidity Resistance	Good.	
Solvent Resistance	Good	
Storage Stability	6-month shelf life when stored at 70° F and 50% relative humidity.	
Product Codes	203OAPAE-54	(54" x 150' roll)
Recommendations	Completely evaporate ink solvents before application. Failure to do so may facilitate solvent penetration resulting in premature vinyl degradation.	



**Manufacturer of Pressure Sensitive Films,
Traffic Graffice 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

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