

# Product Bulletin

## Concept<sup>®</sup> 201-HTAP FLEXIBLE WHITE MATTE PVC PERMANENT ADHESIVE

Concept<sup>®</sup> 201-HTAP is a 3.4-mil premium polymeric white matte flexible calendared PVC film coated with HTAP permanent acrylic pressure sensitive adhesive laminated to a 90# layflat liner. This film is designed to accept a variety of solvent-based inkjet and UV curable inks common to wide format digital printing systems. Adhesive HTAP produces permanent bonds to a variety of common substrates used in the graphics applications. The 90# liner offers excellent product layflat in a variety of ambient conditions.

### Applications

Concept<sup>®</sup> 201-HTAP is designed for interior or exterior signage, decals, nameplates, and point-of-purchase displays designed for a variety of substrates such as metals, painted metals, smooth wood, plywood, primed MDO board, and vinyl, ABS, styrene, polyester, polycarbonate and smooth polyolefins. It is highly recommended your specific application be tested before production.

### Thickness

Film	3.4 mils.
Adhesive	.9 to 1.1 mils.
Liner	6.7 mils.
(Thickness variance +/- 10%)	

### Dimensional Stability

Good.

### Temperature Ranges

Minimum application temperature	+40°F.
Service temperature	-40°F to +180°F.

### Expected Exterior Exposure

Up to 5 years.

### Adhesion

To stainless steel	48 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 use.	

### Water Resistance

Concept<sup>®</sup> 201-HTAP has received British Standard (BS) 5609 1986 Section 2 and 3 approvals for marine immersion.

### Humidity Resistance

Good.

### Solvent Resistance

Good

### Storage Stability

6-month shelf life when stored at 70°F and 50% relative humidity.

### Product Codes

<b>201HTAP-54</b>	(54" X 150' roll)
<b>201HTAP-60</b>	(60" X 150' roll)



**Manufacturer of Pressure Sensitive Films,  
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