

## 7204 Series | Print Media: Promotional

Series 7204 is a gloss white vinyl for promotional use and other applications requiring a quality economical vinyl with a clear permanent acrylic adhesive. Ideal for promotional short term flat applications like POP, promotional graphics, short-term signage, backlit, and flat vehicle signage.

**Film Technology** | Calendered (PVC)

**Film Thickness** | 3.2 mil

**Color** | White (002 Gloss)

**Outdoor Durability** | 3 Years

**Blockout** | No

**Adhesive** | Permanent

**Liner** | 78#

**Shelf Life** | 1 Year

<u>CUTTING</u>	<u>PRINTING</u>	<u>INSTALLATION</u>
<b>Computer Cut</b>   Yes <b>Steel Rule</b>   Yes <b>Thermal Die</b>   Yes <b>Flat Bed</b>   Yes <b>Sheetable</b>   Yes <b>Laminate</b>   Yes	<b>Thermal Transfer</b>   No <b>Solvent</b>   Yes <b>Eco-Solvent</b>   Yes <b>Latex</b>   Yes <b>UV</b>   Yes <b>Screen</b>   Yes	<b>Wet Apply</b>   Yes <b>Min. App. Temp.</b>   50°F <b>Interior / Exterior</b>   Yes

<p><b><u>FILM</u></b></p> <ul style="list-style-type: none"> <li>• <b>Film Thickness (mils/μm)</b> - 3.2</li> <li>• <b>Film Weight (gsm)</b> - N/A</li> <li>• <b>Gloss</b> - 60° Reflection</li> <li>• <b>Opacity (%)</b> - N/A</li> <li>• <b>Tensile Strength (lbs/in)</b> - N/A</li> <li>• <b>Elongation</b> - N/A</li> <li>• <b>Dimensional Stability</b> - N/A</li> </ul>	<p><b><u>Adhesive</u></b></p> <ul style="list-style-type: none"> <li>• <b>Adhesive Type</b> - Permanent acrylic emulsion</li> <li>• <b>Adhesive Thickness (mils/μm)</b> - N/A</li> <li>• <b>Adhesive Color</b> - Clear</li> <li>• <b>Peel Strength (lbs/in)</b> - (PSTC-1, 180° peel @ 12"/min., 73°F, Tested on SS = 15 min. 50oz / 24 hr. 61oz</li> </ul>
<p><b><u>LINER</u></b></p> <ul style="list-style-type: none"> <li>• <b>Liner Weight (#/gsm)</b> - 78#</li> <li>• <b>Liner Type</b> - Clay Coated Kraft</li> <li>• <b>Liner Thickness (mils/μm)</b> - N/A</li> <li>• <b>Release Force</b> - N/A</li> </ul>	<p><b><u>PERFORMANCE GUIDANCE</u></b></p> <ul style="list-style-type: none"> <li>• <b>Application Temp.</b> - 50°F</li> <li>• <b>Service Temp.</b> - -40°F to +180°F</li> <li>• <b>Shelf Life</b> - 1 year</li> <li>• <b>Storage Temp. / Rel. Humidity</b> - (@ 73°F, 50% RH)</li> <li>• <b>Outdoor Durability</b> - 3 years</li> </ul>

NOTE - For further information regarding printing, substrate cleaning, application, maintenance, durability, and removal please review the corresponding instructional bulletin available at [fdcfilms.com](http://fdcfilms.com).

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