

Concept[®] MEDIA SOLUTIONS

S E L E C T I O N G U I D E

DIGITAL PRINT MEDIA

OVERLAMINATES

MOUNTING FILMS



General[®]
FORMULATIONS

Digital Print Media for Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers

MATTE WHITES

GLOSS WHITES

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ADHESIVE / INK TYPE
201	3.4 mil - Matte White Vinyl Clear Permanent Adhesive 90# Layflat Liner	5 yr / -	201-30 201-54 201-60	30"x150' 54"x150' 60"x150'	
201-HTAP	3.4 mil - Matte White Vinyl Clear High-Tack Permanent Adhesive 90# Layflat Liner	5 yr / -	201HTAP-54 201HTAP-60	54"x150' 60"x150'	
201-OAP	3.4 mil - Matte White Opaque Vinyl Grey Permanent Adhesive 90# Layflat Liner	5 yr / -	201OAP-30 201OAP-54 201OAP-60	30"x150' 54"x150' 60"x150'	
201-OAPAE	3.4 mil - Matte White Opaque Vinyl Grey Permanent Adhesive 90# Air Egress Layflat Liner	5 yr / -	201OAPAE-54	54"x150'	
202	3.4 mil - Matte White Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	5 yr / 1 yr	202-30 202-54 202-60	30"x150' 54"x150' 60"x150'	
214	3.2 mil - Matte White Promotional Vinyl Clear Permanent Adhesive 70# Layflat Liner	3 yr / -	214-30 214-54 214-60	30"x150' 54"x150' 60"x150'	
222	6.0 mil - Matte White Semi-Rigid Vinyl Clear Permanent Adhesive 90# Tight Release Liner	3 yr / -	222-54	54"x100'	
223	6.0 mil - Matte White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	223-54	54"x100'	
203	3.0 mil - Gloss White Vinyl Clear Permanent Adhesive 90# Layflat Liner	5 yr / -	203-30 203-54 203-60	30"x150' 54"x150' 60"x150'	
203-OAP	3.0 mil - Gloss White Opaque Vinyl Grey Permanent Adhesive 90# Layflat Liner	5 yr / -	203OAP-30 203OAP-54 203OAP-60	30"x150' 54"x150' 60"x150'	
203-OAPAE	3.0 mil - Gloss White Opaque Vinyl Grey Permanent Adhesive 90# Air Egress Layflat Liner	5 yr / -	203OAPAE-54	54"x150'	
204	3.0 mil - Gloss White Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	5 yr / 1 yr	204-30 204-54 204-60	30"x150' 54"x150' 60"x150'	
216	3.2 mil - Gloss White Promotional Vinyl Clear Permanent Adhesive 70# Layflat Liner	3 yr / -	216-30 216-54 216-60	30"x150' 54"x150' 60"x150'	
220 NEW	6.0 mil - Gloss White Semi-Rigid Vinyl Clear Permanent Adhesive 90# Tight Release Liner	3 yr / -	220-54	54"x100'	
221 NEW	6.0 mil - Gloss White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	221-54	54"x100'	
230	2.4 mil - Gloss White Conformable Wrap Vinyl Grey Solvent Permanent Repositionable Adhesive 90# Air Egress Layflat Liner	7 yr / 2 yr	230-54 230-60	54"x150' 60"x150'	
246	2.4 mil - Gloss White Premium Vinyl Grey Solvent Permanent Repositionable Adhesive 90# Layflat Liner	7 yr / 2 yr	246-54	54"x150'	

NOTE: All durability statements are estimates based on unprinted media and deemed to be reliable; however, this information is given without a guarantee and does not constitute a written warranty. Please refer to the specific product bulletins for further information at www.generalformulations.com.

Digital Print Media for Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers




GLOSS CLEARS

TRANSIT

TRANSLUCENTS

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ADHESIVE / INK TYPE
205	3.0 mil - Gloss Clear Vinyl Clear Permanent Adhesive 90# Layflat Liner	3 yr / -	205-30 205-54 205-60	30"x150' 54"x150' 60"x150'	
206	3.0 mil - Gloss Clear Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	3 yr / 1 yr	206-30 206-54 206-60	30"x150' 54"x150' 60"x150'	
219 NEW	6.0 mil - Gloss Clear Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	219-54	54"x100'	
247	2.4 mil - Gloss Clear Premium Vinyl Clear Solvent Permanent Adhesive 90# Layflat Liner	7 yr / -	247-54	54"x150'	
255	3.0 mil - Optically Clear Gloss Vinyl Optically Clear Removable Adhesive 2.0 mil Traction Backed Polyester Liner	3 yr / 1 yr	255-54	54"x150'	
209	MetroMark 3.5 mil - Matte White Opaque Transit Vinyl Clear Removable Adhesive 90# Layflat Printed Logo Liner TITAN Approved	5 yr / 1 yr	209-54 209-62* NEW 209-64	54"x150' 62"x150' 64"x150'	
275	SubMark 3.5 mil - Matte White Opaque Transit Vinyl Clear High-Tack Adhesive 90# Layflat Printed Logo Liner TITAN Approved	5 yr / -	275-54 275-60 275-62	54"x150' 60"x150' 62"x150'	
228	TransMark 6.0 mil - Matte White Translucent Vinyl Clear Solvent Removable Adhesive 90# Layflat Liner Taxi Top Approved	3 yr / 1 yr	228-54 228-60	54"x100' 60"x100'	
232	WindowMark 6.0 mil - Matte White Perforated 50/50 Film White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Laminate Recommended) Approved	2 yr / 1 yr	232-3025* NEW 232-5425* NEW 232-6025* NEW 232-30* NEW 232-54 232-60	30"x25' 54"x25' 60"x25' 30"x100' 54"x100' 60"x100'	
260 NEW	WindowMark 6.0 mil - Matte White Perforated 60/40 Film White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Laminate Recommended) Approved	2 yr / 1 yr	260-5425 260-6025 260-54 260-60	54"x25' 60"x25' 54"x100' 60"x100'	
224	TransMark 3.2 mil - Matte White Translucent Vinyl Clear Solvent Permanent Adhesive 90# Layflat Liner	5 yr / -	224-30 224-54 224-60	30"x150' 54"x150' 60"x150'	
228	TransMark 6.0 mil - Matte White Translucent Vinyl Clear Solvent Removable Adhesive 90# Layflat Liner Taxi Top Approved	3 yr / 1 yr	228-54 228-60	54"x100' 60"x100'	

Digital Print Media for Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ADHESIVE / INK TYPE
FLOOR & CARPET (indoor only)	**210  Traffic Graffix 3.4 mil - Matte White "Floor Advertising" Vinyl Clear Removable Adhesive 90# Layflat Liner	5 yr / 6 mo	210-54	54"x150'	   
	**212  Traffic Graffix 3.4 mil - Matte White "Carpet Advertising" Vinyl Clear High-Tack Removable Adhesive 90# Layflat Liner	5 yr / 6 mo	212-54	54"x150'	   
	*211  Traffic Graffix 6.0 mil - Gloss Clear Laminate Clear Permanent Adhesive 53# Liner	- / -	*211-54	54"x150'	
	*109  Traffic Graffix 5.0 mil - Scratch Resistant Textured PVC Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	- / -	*109-38 *109-51 *109-54	38"x150' 51"x150' 54"x150'	
	*213 NEW  Traffic Graffix 3.75 mil - Embossed Clear Polypropylene Laminate Clear Permanent Adhesive 53# Liner <i>Indirect Food Contact Solution - The film and adhesive complies with the following citations in 21CFR 174 thru 182 and 21CFR 175.105 respectively</i>	- / -	*213-54	54"x150'	
	*217 NEW  Traffic Graffix 3.0 mil - Gloss Clear PVC Laminate Clear Permanent Adhesive 53# Liner	- / -	*217-54	54"x150'	
*  TRAFFIC GRAFFIX CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY UL410 **DURABILITY AND REMOVABILITY SPECIFICATIONS ARE CONTINGENT UPON USING TRAFFIC GRAFFIX MATCHED COMPONENT SYSTEM (CONCEPT BASE MEDIA & CONCEPT UL RATED LAMINATE)					
WALLS (indoor only)	226  WallMark 6.0 mil - Matte White Semi-Rigid Wall Vinyl Clear Low-Tack Microsphere Beaded Adhesive 90# Tight Release Liner	3 yr / 1 yr	226-54	54"x100'	   
	229  WallMark Canvas 6.0 mil - Matte White Embossed Canvas Wall Vinyl Clear Low-Tack Microsphere Beaded Adhesive 90# Tight Release Liner (ASTM E84 Class 1)	3 yr / 1 yr	229-54 229-60	54"x100' 60"x100'	   
	234  GraphiTex 7.0 mil - Matte White Polyester Wall Fabric Clear Low-Tack Wall Adhesive 90# Layflat Liner	5 yr / 1 yr	234-54 234-60	54"x100' 60"x100'	   
	250  WallFrog 4.0 mil - Matte White Polyester Wall Fabric Clear Low-Tack Wall Adhesive 90# Layflat Liner	5 yr / 1 yr	250-54 250-60	54"x100' 60"x100'	   
	252  WallTux 6.0 mil - Matte White Woven Polyester Wall Fabric Clear Low-Tack Wall Adhesive 70# Layflat Liner	5 yr / 1 yr	252-54 252-60	54"x100' 60"x100'	   
	290 NEW  ChalkMark 5.0 mil - Black Chalkboard Vinyl Clear High-Tack Removable Adhesive 90# Layflat Liner * UV curable ink only	5 yr / 1 yr	290-24 290-48 290-4875 290-60 290-6075	24"x150' 48"x150' 48"x75' 60"x150' 60"x75'	 
WALLS (indoor/outdoor)	285 NEW  RoughMark 3.5 mil - Matte White Polymeric Conformable Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# Layflat Liner (If Laminate is desired, Concept 242 Gloss Laminate is recommended)	5 yr / 6 mo	285-54 285-5475 285-60 285-6075	54"x150' 54"x75' 60"x150' 60"x75'	   

Digital Print Media for Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers

WINDOWS

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ADHESIVE / INK TYPE
202	3.4 mil - Matte White Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	5 yr / 1 yr	202-30 202-54 202-60	30"x150' 54"x150' 60"x150'	
204	3.0 mil - Gloss White Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	5 yr / 1 yr	204-30 204-54 204-60	30"x150' 54"x150' 60"x150'	
206	3.0 mil - Gloss Clear Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	3 yr / 1 yr	206-30 206-54 206-60	30"x150' 54"x150' 60"x150'	
219 NEW	6.0 mil - Gloss Clear Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	219-54	54"x150'	
221 NEW	6.0 mil - Gloss White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	221-54	54"x100'	
223	6.0 mil - Matte White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	223-54	54"x100'	
255	3.0 mil - Optically Clear Gloss Vinyl Optically Clear Removable Adhesive 2.0 mil Traction Backed Polyester Liner	3 yr / 1 yr	255-54	54"x100'	
228 	TransMark 6.0 mil - Matte White Translucent Vinyl Clear Removable Adhesive 90# Layflat Liner VERIFONEMEDIA Taxi Top Approved	3 yr / 1 yr	228-54 228-60	54"x100' 60"x100'	
232 	WindowMark 6.0 mil - Matte White Perforated 50/50 Film White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Laminate Recommended) OUTFRONT media Approved	2 yr / 1 yr	232-3025* NEW 232-5425* NEW 232-6025* NEW 232-30* NEW 232-54 232-60	30"x25' 54"x25' 60"x25' 30"x100' 54"x100' 60"x100'	
260 NEW 	WindowMark 6.0 mil - Matte White Perforated 60/40 Film White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Laminate Recommended) OUTFRONT media Approved	2 yr / 1 yr	260-5425 260-6025 260-54 260-60	54"x25' 60"x25' 54"x100' 60"x100'	
*261 NEW 	WindowMark 6.0 mil - Gloss Clear Perforated 60/40 Film Clear Face/Clear Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Laminate Recommended)	2 yr / 1 yr	261-54 261-60	54"x100' 60"x100'	 *White Ink Systems Only
270 	WindowMark 6.0 mil - Matte White Perforated 70/30 Film White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Laminate Recommended)	2 yr / 1 yr	270-5425* NEW 270-6025* NEW 270-54 270-60	54"x25' 60"x25' 54"x100' 60"x100'	
280 NEW 	WindowMark 6.0 mil - Matte White Perforated 80/20 Film White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Laminate Recommended)	2 yr / 1 yr	280-5425 280-6025 280-54 280-60	54"x25' 60"x25' 54"x100' 60"x100'	

Window Films Continued on Page 6

Digital Print Media for Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers











WINDOWS cont.

WRAPS

PERFORATED FILMS

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ADHESIVE / INK TYPE
207	7.0 mil - Clear Static Cling 90# Layflat Liner	3 mo / -	207-27	27"x75'	
			207-54	54"x75'	
			207-5415	54"x150'	
			207-60	60"x75'	
			207-6015	60"x150'	
208	7.0 mil - White Static Cling 90# Layflat Liner	3 mo / -	208-27	27"x75'	
			208-54	54"x75'	
			208-5415	54"x150'	
			208-60	60"x75'	
			208-6015	60"x150'	
290 NEW	ChalkMark 5.0 mil - Black Chalkboard Vinyl Clear High-Tack Removable Adhesive 90# Layflat Liner <i>* UV curable ink only</i>	5 yr / 1 yr	290-24 290-48 290-4875 290-60 290-6075	24"x150' 48"x150' 48"x75' 60"x150' 60"x75'	
790AE NEW	Print-n-Privacy 3.0 mil - Polymeric Glass Etch Film (Light) Grey Solvent Permanent Adhesive 90# Paper Air Egress Liner <i>(Dry Apply Only)</i>	7 yr / -	790AE-54 790AE-5475 790AE-60 790AE-6075	54"x150' 54"x75' 60"x150' 60"x75'	
230	AutoMark 2.4 mil - Gloss White Conformable Wrap Vinyl Grey Solvent Permanent Repositionable Adhesive 90# Air Egress Layflat Liner	7 yr / 2 yr	230-54	54"x150'	
			230-60	60"x150'	
231	AutoMark 2.4 mil - Gloss Clear UV Wrap Laminate Clear Solvent Permanent Adhesive 53# Liner	5 yr / -	231-54 231-60	54"x150' 60"x150'	
240	AutoMark 2.4 mil - Matte Clear UV Wrap Laminate Clear Solvent Permanent Adhesive 53# Liner	5 yr / -	240-54 240-60	54"x150' 60"x150'	
232	WindowMark 6.0 mil - Matte White Perforated 50/50 Film White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology <i>(242 Laminate Recommended)</i> OUTFRONT <small>media</small> Approved	2 yr / 1 yr	232-3025*NEW	30"x25'	
			232-5425*NEW	54"x25'	
			232-6025*NEW	60"x25'	
			232-30*NEW	30"x100'	
			232-54	54"x100'	
232-60	60"x100'				
270	WindowMark 6.0 mil - Matte White Perforated 70/30 Film White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology <i>(242 Laminate Recommended)</i>	2 yr / 1 yr	270-5425*NEW	54"x25'	
			270-6025*NEW	60"x25'	
			270-54	54"x100'	
			270-60	60"x100'	
260 NEW	WindowMark 6.0 mil - Matte White Perforated 60/40 Film White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology <i>(242 Laminate Recommended)</i> OUTFRONT <small>media</small> Approved	2 yr / 1 yr	260-5425	54"x25'	
			260-6025	60"x25'	
			260-54	54"x100'	
			260-60	60"x100'	
			260-60	60"x100'	
*261 NEW	WindowMark 6.0 mil - Gloss Clear Perforated 60/40 Film Clear Face/Clear Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology <i>(242 Laminate Recommended)</i>	2 yr / 1 yr	261-54 261-60	54"x100' 60"x100'	 *White Ink Systems Only
280 NEW	WindowMark 6.0 mil - Matte White Perforated 80/20 Film White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology <i>(242 Laminate Recommended)</i>	2 yr / 1 yr	280-5425	54"x25'	
			280-6025	60"x25'	
			280-54	54"x100'	
			280-60	60"x100'	
			280-60	60"x100'	
242	2.0 mil - Optically Clear UV Gloss Cast Laminate Optically Clear Permanent Adhesive 2.0 mil Smooth Frosted Polyester Liner OUTFRONT <small>media</small> Approved	5 yr / -	242-54 242-60	54"x150' 60"x150'	

Digital Print Media for Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ADHESIVE / INK TYPE
*LSE SPECIALTY	235  MotoMark - Grip Matte White 4 mil Vinyl Clear Solvent High Bond *LSE Permanent Adhesive 90# Layflat Liner *LOW SURFACE ENERGY	5 yr / -	235-24	24"x150'	 
			235-30	30"x150'	
235-54	54"x150'				
235-60	60"x150'				
*LSE SPECIALTY	238  MotoMark - Armor Gloss Clear 12 mil UV Laminate Clear Solvent Permanent Adhesive 53# Liner	5 yr / -	238-24	24"x75'	
			238-30	30"x75'	
238-54	54"x75'				
238-60	60"x75'				
STATIC CLINGS	*207 7.0 mil - Clear Static Cling 90# Layflat Liner	3 mo / -	207-27	27"x75'	
			207-54	54"x75'	
207-5415	54"x150'				
207-60	60"x75'				
207-6015	60"x150'				
STATIC CLINGS	*208 7.0 mil - White Static Cling 90# Layflat Liner	3 mo / -	208-27	27"x75'	
			208-54	54"x75'	
208-5415	54"x150'				
208-60	60"x75'				
208-6015	60"x150'				
*NOT INTENDED FOR INSIDE MOUNT APPLICATIONS. PLEASE SEE PRODUCT BULLETIN AT WWW.GENERALFORMULATIONS.COM FOR SPECIFIC INSTALLATION INSTRUCTIONS.					
CARBON FIBER	780  Dragon Wrap 5.6 mil - Polymeric Black Carbon Fiber Clear Repositionable Permanent Adhesive 90# Air Egress Layflat Liner	5 yr / 2 yr	780-30U	30"x150'	 
			780-60U	60"x150'	

FIND MORE INFORMATION ON OUR WEBSITE ABOUT:



MEDIA PROFILES



PRODUCT BULLETINS



















TECH TOOLS & TIPS



APPLICATION GUIDES

www.generalformulations.com

Laminating & Mounting Films





SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ADHESIVE / INK TYPE
100	3.0 mil - Gloss Clear PVC Laminate Clear Permanent Adhesive 53# Liner	1 yr / -	100-38	38"x150'	
			100-51	51"x150'	
			100-54	54"x150'	
			100-61	61"x150'	
101	3.0 mil - Lustre Clear PVC Laminate Clear Permanent Adhesive 53# Liner VERIFONEMEDIA Taxi Top Solution Product OUTFRONT  TITAN Approved	1 yr / -	101-31	31"x150'	
			101-38	38"x150'	
			101-51	51"x150'	
			101-54	54"x150'	
			101-61	61"x150'	
102	3.0 mil - Matte Clear PVC Laminate Clear Permanent Adhesive 53# Liner	1 yr / -	102-31	31"x150'	
			102-38	38"x150'	
			102-51	51"x150'	
			102-61	61"x150'	
400	3.0 mil - Gloss UV Clear PVC Laminate Clear Permanent Adhesive 53# Liner	4 yr / -	400-30	30"x150'	
			400-38	38"x150'	
			400-54	54"x150'	
			400-60	60"x150'	
401	3.0 mil - Lustre UV Clear PVC Laminate Clear Permanent Adhesive 53# Liner	4 yr / -	401-30	30"x150'	
			401-38	38"x150'	
			401-54	54"x150'	
			401-60	60"x150'	
402	3.0 mil - Matte UV Clear PVC Laminate Clear Permanent Adhesive 53# Liner	4 yr / -	402-30	30"x150'	
			402-38	38"x150'	
			402-54	54"x150'	
			402-60	60"x150'	
231	 AutoMark 2.4 mil - Gloss Clear UV Wrap Laminate Clear Solvent Permanent Adhesive 53# Liner	5 yr / -	231-54	54"x150'	
			231-60	60"x150'	
240	 AutoMark 2.4 mil - Matte Clear UV Wrap Laminate Clear Solvent Permanent Adhesive 53# Liner	5 yr / -	240-54	54"x150'	
			240-60	60"x150'	
238	 MotoMark - Armor Gloss Clear 12 mil "ARMOR" UV Laminate Clear Solvent Permanent Adhesive 53# Liner	5 yr / -	238-24	24"x75'	
			238-30	30"x75'	
			238-54	54"x75'	
			238-60	60"x75'	
242	2.0 mil - Optically Clear UV Gloss Cast Laminate Optically Clear Permanent Adhesive 2.0 mil Smooth Frosted Polyester Liner OUTFRONT  Approved	5 yr / -	242-54	54"x150'	
			242-60	60"x150'	
111	2.0 mil - Dry Erase Gloss Clear Laminate Polypropylene Clear Permanent Adhesive 53# Liner <i>*Please review product data bulletin for recommended applications. Intended for short term / indoor use only (3-6 months, not a commercial use product)</i>	- / -	111-38	38"x150'	
			111-51	51"x150'	
			111-54	54"x150'	

GENERAL USE & UV LAMINATES

DRY ERASE (indoor only)

Laminating & Mounting Films

FLOOR / DISPLAY / COUNTER MATS (indoor only)

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ADHESIVE / INK TYPE
103	5.0 mil - Scratch Resistant Textured Polycarbonate Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	- / -	103-38 103-51 103-54	38"x150' 51"x150' 54"x150'	
* 109	 Traffic Graffix 5.0 mil - Scratch Resistant Textured PVC Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	- / -	109-38 109-51 109-54	38"x150' 51"x150' 54"x150'	
* 211	 Traffic Graffix 6.0 mil - Gloss Clear Laminate Clear Permanent Adhesive 53# Liner	- / -	211-54	54"x150'	
* 213 NEW	 Traffic Graffix 3.75 mil - Embossed Clear Polypropylene Laminate Clear Permanent Adhesive 53# Liner Indirect Food Contact Solution - The film and adhesive complies with the following citations in 21CFR 174 thru 182 and 21CFR 175.105 respectively	- / -	213-54	54"x150'	
* 217 NEW	 Traffic Graffix 3.0 mil - Gloss Clear PVC Laminate Clear Permanent Adhesive 53# Liner	- / -	217-54	54"x150'	

*  **TRAFFIC GRAFFIX CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY UL410**

SPECIALTY MOUNTING FILMS

106	1.0 mil - Transparent Optically Clear Mount Film Optically Clear Permanent Adhesive-Both Sides 1.5 mil Clear Polyester Liner <i>(Indoor only)</i>	1 yr / -	106-31 106-38 106-51 106-54	31"x150' 38"x150' 51"x150' 54"x150'	
107	1.5 mil - White Opaque Print Mount Film White Opaque Polypropylene High-Tack Clear Permanent Adhesive-Both Sides 76# Liner (Self-Wound) <i>(Indoor only)</i>	1 yr / -	107-31 107-38 107-51 107-54 107-60	31"x150' 38"x150' 51"x150' 54"x150' 60"x150'	
112	0.5 mil - Clear Polyester Print Mount Film High-Tack Clear Permanent Adhesive-Both Sides 76# Liner (Self-Wound) <i>(Indoor only)</i>	1 yr / -	112-38 112-51 112-54	38"x150' 51"x150' 54"x150'	
113	1.0 mil - Clear Polyester Removable Print Mount Film High-Tack Clear Permanent Adhesive 1-Side Low-Tack Clear Removable Adhesive 1-Side Printed 1.2 mil - Clear Polyester Liner (Self-Wound)	6 mo / 6 mo	113-38 113-51 113-54	38"x150' 51"x150' 54"x150'	
114	1.0 mil - Clear Polyester Removable Print Mount Film High-Tack Clear Permanent Adhesive 1-Side Low-Tack Clear Removable Adhesive 1-Side 76# Liner (Self-Wound)	6 mo / 6 mo	114-38 114-51 114-54	38"x150' 51"x150' 54"x150'	
116	1.0 mil - Clear Polyester Removable "Air-Egress" Print Mount Film High-Tack Clear Permanent Adhesive 1-Side / 1 mil PET Clear Liner High-Tack Clear Removable Adhesive 1-Side / 4.5 mil Clear Air Egress PET Liner	1 yr / 6 mo	116-54	54"x150'	
117	1.0 mil - Clear Polyester Removable "Air-Egress" Print Mount Film High-Tack Clear Permanent Adhesive 1-Side / 1 mil PET Clear Liner High-Tack Clear Removable Adhesive 1-Side / 90# Paper Air Egress Liner	1 yr / 6 mo	117-54	54"x150'	

Digital Print Media, Laminating & Mounting Films

OPTICALLY CLEARS

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ADHESIVE / INK TYPE
105	2.0 mil - High Gloss Clear Polyester Laminate Optically Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	2 yr / -	105-31	31"x150'	
			105-38	38"x150'	
			105-51	51"x150'	
			105-54	54"x150'	
			105-61	61"x150'	
106	1.0 mil - Transparent Optically Clear Mount Film Optically Clear Permanent Adhesive-Both Sides 1.5 mil Clear Polyester Liner <i>*Indoor only</i>	1 yr / -	106-31	31"x150'	
			106-38	38"x150'	
			106-51	51"x150'	
			106-54	54"x150'	
242	2.0 mil - Optically Clear UV Gloss Cast Laminate Optically Clear Permanent Adhesive 2.0 mil Smooth Frosted Polyester Liner Approved	5 yr / -	242-54	54"x150'	
			242-60	60"x150'	
255 NEW	3.0 mil - Optically Clear Gloss Vinyl Optically Clear Removable Adhesive 2.0 mil Traction Backed Polyester Liner	3 yr / 1 yr	255-54	54"x150'	

ADHESIVE LEGEND

- Permanent Adhesive / Clear
- Permanent Adhesive / Grey
- Permanent Repositionable Adhesive / Grey
- Permanent Repositionable Adhesive / Clear
- Permanent Opaque Adhesive / Grey
- Permanent Repositionable Adhesive / Grey
- Permanent Adhesive / Clear
- Removable Repositionable Wall Adhesive / Clear
- Removable Adhesive / Clear
- Low-Tack Removable Adhesive / Clear
- High-Tack Removable Adhesive / Clear
- High-Tack *LSE Permanent Adhesive / Clear
- High-Tack Permanent Adhesive / Clear
- High-Tack Removable Adhesive / Clear

Adhesive Type

Adhesive Color

G = Grey **C** = Clear

***Low Surface Energy**

PRINTABILITY LEGEND

- Solvent / Eco-Solvent
- Latex
- UV Curable



General
FORMULATIONS

MANUFACTURERS OF
PRESSURE SENSITIVE FILMS
MADE IN THE U.S.A.

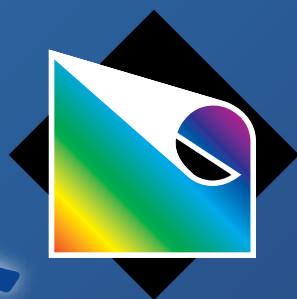
www.generalformulations.com

Concept®

APPLICATION CHART

CONCEPT SERIES	General Signage, Displays, P.O.P.	Vehicle Wraps	Fleet & Vehicle Graphics	Clear (Transparent)	Low Surface Energy	Translucent	Semi-Rights	Transit (Outdoor Advertising Media)	Windows (Removable "R" - Permanent "P")	Walls (Smooth Dry Wall-Removable)	Walls (Moderately Textured Surfaces)	Floors (Tile & smooth sealed cement)	Carpet (Short loop commercial)	Outdoor	Indoor
201	●													●	●
201HTAP	●			●										●	●
201OAP	●													●	●
201OAPAE	●													●	●
202	●							● R						●	●
203	●													●	●
203OAP	●													●	●
203OAPAE	●													●	●
204	●							● R						●	●
205	●		●											●	●
206	●		●					● R						●	●
207	●		●					● R						●	●
208	●							● R						●	●
209	●						●							●	●
210	●									●				●	●
212	●										●			●	●
214	●											●		●	●
216	●													●	●
219	●		●			●		● R						●	●
220	●					●								●	●
221	●					●		● R						●	●
222	●					●								●	●
223	●					●		● R						●	●
224	●				●			● P						●	●
226	●					●			●					●	●
228	●				●		●	● R						●	●
229	●					●			●					●	●
230	●	●	●											●	●
232	●	●	●					● R						●	●
234	●								●					●	●
235	●			●										●	●
246	●		●											●	●
247	●		●											●	●
250	●								●					●	●
252	●								●					●	●
255	●		●					● R						●	●
260	●							● R						●	●
261	●							● R						●	●
270	●							● R						●	●
275	●			●			●							●	●
280	●							● R						●	●
285	●			●						●				●	●
290	●							● R	●					●	●
780	●	●	●											●	●
790AE	●							● P						●	●

Please see Data Bulletins for complete information at www.generalformulations.com



General[®]
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U.S. LOCATIONS

SPARTA, MI (CORPORATE HEADQUARTERS)

ATLANTA, GA

LOS ANGELES, CA

INTERNATIONAL LOCATION

COLOGNE, GERMANY

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MEDIA SOLUTIONS

MANUFACTURERS OF
PRESSURE SENSITIVE FILMS

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GF2.2018