

# RoughMark



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

<b>Thickness</b>	Film	3.5 mils.
	Adhesive	1.8 to 2.1 mils.
	Liner	6.5 mils.
	(Thickness variation +/- 10%)	

<b>Temperature Ranges</b>	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.

<b>Adhesion</b>	Stainless steel	16 Oz/ inch minimum
	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. \* For UV Curable inks, please consult with the ink manufacturer for specifics on ink flexibility.

<b>Product Codes</b>	<b>285-54</b>	54" x 150'
	<b>285-5475</b>	54" x 75'
	<b>285-60</b>	60" x 150'
	<b>285-6075</b>	60" x 75'



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