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Concept® 275 SUBMARK™ is a 3.5 mil flexible polymeric matte white opaque vinyl film coated with a high-tack permanent acrylic pressure sensitive adhesive designed for wall-cut subway poster applications. This vinyl film is a high quality opaque matte white with excellent outdoor durability. The film provides integrity against removal, helping to prevent vandals from removing from the subway. The 200-4998 adhesive is designed to bond to a variety of substrates such as metals, painted metals, smooth finish powder coated metals, low surface energy plastics, rough textured surfaces, wood, ceramic tile, wall-cut outs, concrete and fiber board frames. This film is backed with a two-sided poly coated 90# layflat release liner with the SUBMARK™ logo for ease of identification by printers and installers.

## Application

This product is recommended for outdoor and indoor uses where a high quality marking film requiring flexibility, durability and resistance to sunlight is required. These films can be used for one, two and three sheet subway advertising posters, architectural signage, commercial-retail signage, industrial identification decals, safety decals, point-of-purchase graphics and other decals requiring extended life. Approved and specified by CBS Outdoor for New York subway posters. It is important that printers refer to the CBS Outdoor Approved Substrate Table and follow the specifications for subway posters.

## Printing Processes

This material is designed to be printed with high quality screen printing inks formulated for flexible vinyl to obtain maximum exterior life. SUBMARK may also be printed using solvent and UV digital processes.

## Thickness

Film	3.5 mils.
Adhesive	.8 to 1.0 mils.
Liner	6.5 mils.
(Thickness variation +/- 10%)	

## Temperature Ranges

Minimum application temperature	+20° F.
Service temperature	-40° F to +200° F.

## Expected Exterior Life

Up to 5 years. Performance can vary depending on UV exposure.

## Peel Adhesion

48 oz/ inch minimum.  
PSTC-101 Method A to stainless steel test panels. 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

Six (6) months shelf life stored at 70° F and 50% relative humidity.

## Product Code

Concept® 275-54 (54"x150')  
Concept® 275-60 (60"x150')



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

*All technical information and data above mentioned are provided to the best of our knowledge on the basis of our practical experience. They are offered in good faith, but without guarantee, as conditions and methods of use of our products are beyond our control. Therefore we can make no warranties, expressed or implied, including, but not limited to any implied warranty of merchantability or fitness for a particular purpose. We recommend that the prospective user determine the suitability of our materials and suggestions before adopting them on a commercial scale. The user is responsible for determining whether the product is fit for a particular purpose and suitable for the user's method of application.*