

Product Bulletin

Concept® 290 ChalkMark™

CALENDERED VINYL Removable Adhesive

Concept® 290 **ChalkMark™** vinyl is a 125mic matte black chalkboard vinyl with a clear high-tack removable adhesive on a 135gsm liner. **ChalkMark™** is commonly used to produce decorative vinyl graphics on vinyl cutting equipment and for covering large areas for menu boards or murals.

Applications

Concept® 290 **ChalkMark™** can be used to create promotion graphics, menu boards, point-of-purchase graphics and decorations for bedroom walls. **ChalkMark™** is not designed for coated/sealed/treated stainless steel, brass or bronze surfaces.

UV flatbed only (white ink). Not intended for Solvent, Eco-Solvent or Latex ink systems.

Thickness

Film	125mic
Adhesive	25mic
Liner	135gsm

(Thickness variance +/- 10%)

Temperature Ranges

Minimum application temperature	+4,4°Celsius
Service temperature	-40°C to +93°C.

Expected Durability

Interior application only.

Removability

Clean removability from smooth painted drywall up to 1 year.

Adhesion

To stainless steel	16 N/25mm (FTM01)
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Individual values may vary. Test thoroughly before production.

Water Resistance

Excellent

Humidity Resistance

Excellent

Classifications

Concept®290 **ChalkMark™** is compliant with CPSIA 2008, RoHS and REACH.

Storage Stability

One year shelf life stored at 21°C and 50% relative humidity.

Product Series

E290-54	1,37m x 50m
E290-60	1,52m x 50m

Recommendations

Concept®290 **ChalkMark™** vinyl works with *standard chalk, soft chalk, and liquid chalk markers.

*Please note that standard chalks vary and some may mar or scratch the vinyl surface due to their hardness and density, as well as the amount of pressure applied.

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

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We recommend you test a small section of the film first. Soft chalk and Liquid Chalk Markers are ideal for this type of surface and will clean up with water and/or no stronger than 70/30 isopropyl alcohol (water to alcohol ratio).

Recommended brands:

ChalkMark™ has been tested with the following brands:

- Liquid Chalk Markers: Elmers Board Mate Markers, ChalkInk Markers and Expo BrightSticks
- Soft Chalk: Staedtler Karat Soft Pastel Chalks



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