

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

SERIES	PRODUCT DESCRIPTION	PART #	SIZE	ADHESIVE	INK TYPE
MATTE WHITES	201 3.4 mil - Matte White Vinyl - 5yr Clear Permanent Adhesive 90# Layflat Liner	201-30 201-54 201-60	30"x150' 54"x150' 60"x150'		
	201 - HTAP 3.4 mil - Matte White Vinyl - 5yr Clear High-Tack Permanent Adhesive 90# Layflat Liner <i>(British Standard BS-5609 1986 Section 2 & 3 Certified)</i>	201HTAP-54 201HTAP-60	54"x150' 60"x150'		
	201 - OAP 3.4 mil - Matte White Opaque Vinyl - 5yr Grey Permanent Adhesive 90# Layflat Liner	201OAP-30 201OAP-54 201OAP-60	30"x150' 54"x150' 60"x150'		
	201-OAPAE NEW 3.4 mil - Matte White Opaque Vinyl - 3-5yr Grey Permanent Adhesive 90# Air Egress Layflat Liner	201OAPAE-54	54"x150'		
	202 3.4 mil - Matte White Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Layflat Liner	202-30 202-54 202-60	30"x150' 54"x150' 60"x150'		
	214 3.2 mil - Matte White Promotional Vinyl - 2yr Clear Permanent Adhesive 70# Layflat Liner	214-30 214-54 214-60	30"x150' 54"x150' 60"x150'		
	222 6.0 mil - Matte White Semi-Rigid Vinyl - 3yr Clear Permanent Adhesive 90# Tight Release Liner	222-54	54"x100'		
GLOSS WHITES	223 6.0 mil - Matte White Semi-Rigid Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Tight Release Liner	223-54	54"x100'		
	203 3.0 mil - Gloss White Vinyl - 5yr Clear Permanent Adhesive 90# Layflat Liner	203-30 203-54 203-60	30"x150' 54"x150' 60"x150'		
	203 - OAP 3.0 mil - Gloss White Opaque Vinyl - 5yr Grey Permanent Adhesive 90# Layflat Liner	203OAP-30 203OAP-54 203OAP-60	30"x150' 54"x150' 60"x150'		
	203-OAPAE NEW 3.0 mil - Gloss White Opaque Vinyl - 3-5yr Grey Permanent Adhesive 90# Air Egress Layflat Liner	203OAPAE-54	54"x150'		
	204 3.0 mil - Gloss White Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Layflat Liner	204-30 204-54 204-60	30"x150' 54"x150' 60"x150'		
	220 NEW 6.0 mil - Gloss White Semi-Rigid Vinyl - 3yr Clear Permanent Adhesive 90# Tight Release Liner	220-54	54"x100'		
	221 NEW 6.0 mil - Gloss White Semi-Rigid Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Tight Release Liner	221-54	54"x100'		
	216 3.2 mil - Gloss White Promotional Vinyl - 2yr Clear Permanent Adhesive 70# Layflat Liner	216-30 216-54 216-60	30"x150' 54"x150' 60"x150'		
	246 2.4 mil - Gloss White Premium Vinyl - 7yr Grey Permanent Repositionable Adhesive 90# Layflat Liner	246-54 246-60	54"x150' 60"x150'		

NOTE: All durability statements are estimated and do not constitute a written warranty.
Please refer to the specific product bulletins for further information at www.generalformulations.com



www.generalformulations.com/profileshome

SERIES	PRODUCT DESCRIPTION	PART #	SIZE	ADHESIVE	INK TYPE
GLOSS CLEARS	205 3.0 mil - Gloss Clear Vinyl - 3yr Clear Permanent Adhesive 90# Layflat Liner	205-30 205-54 205-60	30"x150' 54"x150' 60"x150'		
	206 3.0 mil - Gloss Clear Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Layflat Liner	206-30 206-54 206-60	30"x150' 54"x150' 60"x150'		
	219 NEW 6.0 mil - Gloss Clear Semi-Rigid Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Tight Release Liner	219-54	54"x100'		
	247 2.4 mil - Gloss Clear Premium Vinyl - 7yr Clear Permanent Adhesive 90# Layflat Liner	247-54 247-60	54"x150' 60"x150'		
	255 NEW 3.0 mil - Optically Clear Gloss Vinyl - 1yr Optically Clear Removable Adhesive 2.0 mil Traction Backed Polyester Liner	255-54	54"x150'		

STATIC CLINGS	207 7.0 mil - Clear Static Cling 90# Layflat Liner	207-27 207-54 207-5415	27"x75' 54"x75' 54"x150'		
	208 7.0 mil - White Static Cling 90# Layflat Liner	208-27 208-54 208-5415	27"x75' 54"x75' 54"x150'		

TRANSIT	209 3.5 mil - Matte White Opaque Transit Vinyl Clear Removable Adhesive 90# Layflat Printed Logo Liner OUTFRONT media / TITAN Approved	209-54 209-62 209-64	54"x150' 62"x150' 64"x150'		
	275 3.5 mil - Matte White Opaque Transit Vinyl Clear High-Tack Adhesive 90# Layflat Printed Logo Liner OUTFRONT media Approved	275-54 275-60 275-62	54"x150' 60"x150' 62"x150'		
	228 6.0 mil - Matte White Translucent Vinyl - 2yr Clear Removable Adhesive 90# Layflat Liner VERIFONE MEDIA Taxi Top Approved	228-54 228-60	54"x100' 60"x100'		

ADHESIVE LEGEND

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

Adhesive Type Air Egress Liner
Adhesive Color Air Egress Liner
G = Grey C = Clear

PRINTABILITY LEGEND

Solvent / Eco-Solvent
Latex
UV Curable

	SERIES	PRODUCT DESCRIPTION	PART #	SIZE	ADHESIVE	INK TYPE
FLOOR & CARPET	210	 Traffic Graphic 3.4 mil - Matte White "Floor Advertising" Vinyl Clear Removable Adhesive 90# Layflat Liner	210-54	54"x150'		
	212	 Traffic Graphic 3.4 mil - Matte White "Carpet Advertising" Vinyl Clear High-Tack Removable Adhesive 90# Layflat Liner	212-54	54"x150'		
	* 211	 Traffic Graphic 6.0 mil - Gloss Clear Laminate Clear Permanent Adhesive 53# Liner	*211-54	54"x150'		
	* 109	 Traffic Graphic 5.0 mil - Scratch Resistant Textured Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	*109-38 *109-51 *109-54	38"x150' 51"x150' 54"x150'		
	*  TRAFFIC GRAFFIC CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY 4R93					

TRANSLUCENTS	224	 TransMark 3.2 mil - Matte White Translucent Vinyl - 5yr Clear Permanent Adhesive 90# Layflat Liner	224-30 224-54 224-60	30"x150' 54"x150' 60"x150'		
	225	 TransMark 3.2 mil - Matte White Translucent Vinyl - 2yr Clear Removable Adhesive 90# Layflat Liner	225-30 225-54 225-60	30"x150' 54"x150' 60"x150'		
	228	 TransMark 6.0 mil - Matte White Translucent Vinyl - 2yr Clear Removable Adhesive 90# Layflat Liner VERIFONE MEDIA Taxi Top Approved	228-54 228-60	54"x100' 60"x100'		



CARBON FIBER	780 NEW	5.6 mil - Polymeric Black Carbon Fiber - 5yr Clear Repositionable-permanent 90# Air Egress Layflat Liner	780-60U 780-30U	60"x150' 30"x150'		
	781 NEW	5.6 mil - Polymeric Argent Carbon Fiber - 5yr Clear Repositionable-permanent 90# Air Egress Layflat Liner	781-60U 781-30U	60"x150' 30"x150'		
	782 NEW	5.6 mil - Polymeric White Carbon Fiber - 5yr Clear Repositionable-permanent 90# Air Egress Layflat Liner	782-60U 782-30U	60"x150' 30"x150'		

SERIES	PRODUCT DESCRIPTION	PART #	SIZE	ADHESIVE	INK TYPE
255 NEW	3.0 mil - Optically Clear Gloss Vinyl - 1yr Optically Clear Removable Adhesive 2.0 mil Traction Backed Polyester Liner	255-54	54"x150'		
202	3.4 mil - Matte White Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Layflat Liner	202-30 202-54 202-60	30"x150' 54"x150' 60"x150'		
223	6.0 mil - Matte White Semi-Rigid Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Tight Release Liner	223-54	54"x100'		
204	3.0 mil - Gloss White Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Layflat Liner	204-30 204-54 204-60	30"x150' 54"x150' 60"x150'		
206	3.0 mil - Gloss Clear Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Layflat Liner	206-30 206-54 206-60	30"x150' 54"x150' 60"x150'		
207	7.0 mil - Clear Static Cling 90# Layflat Liner	207-27 207-54 207-5415	27"x75' 54"x75' 54"x150'		
208	7.0 mil - White Static Cling 90# Layflat Liner	208-27 208-54 208-5415	27"x75' 54"x75' 54"x150'		
219 NEW	6.0 mil - Gloss Clear Semi-Rigid Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Tight Release Liner	219-54	54"x100'		
221 NEW	6.0 mil - Gloss White Semi-Rigid Vinyl - 1yr Clear Low-Tack Removable Adhesive 90# Tight Release Liner	221-54	54"x100'		
228 	TransMark 3.2 mil - Matte White Translucent Vinyl - 2yr Clear Removable Adhesive 90# Layflat Liner VERIFONE MEDIA Taxi Top Approved	228-54 228-60	54"x100' 60"x100'		
225 	TransMark 3.2 mil - Matte White Translucent Vinyl - 2yr Clear Removable Adhesive 90# Layflat Liner	225-30 225-54 225-60	30"x150' 54"x150' 60"x150'		
232 	WindowMark 6.0 mil - Matte White Perforated 50/50 Film - 1yr White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Laminate Recommended)	232-54 232-60	54"x100' 60"x100'		
270 	WindowMark 6.0 mil - Matte White Perforated 70/30 Film - 1yr White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Laminate Recommended)	270-54 270-60	54"x100' 60"x100'		
113	1.0 mil - Clear Polyester Removable Print Mount Film Clear Permanent Adhesive 1-Side Clear Removable Adhesive 1-Side Printed 1.2 mil - Clear Polyester Liner (Self-Wound)	113-38 113-51 113-514 113-54	38"x150' 51"x150' 51"x400' 54"x150'	 	
114	1.0 mil - Clear Polyester Removable Print Mount Film Clear Permanent Adhesive 1-Side Clear Removable Adhesive 1-Side 76# Liner (Self-Wound)	114-38 114-51 114-514 114-54	38"x150' 51"x150' 51"x400' 54"x150'	 	
117	1.0 mil - Clear Polyester Removable Print Mount Film Clear Permanent Adh. 1-Side - 1.5 mil Clear Liner Clear Removable Adh. 1-Side - 3.2 mil Clear Embossed Printed Liner (Air Egress)	117-54	54"x150'	 	

	SERIES	PRODUCT DESCRIPTION	PART #	SIZE	ADHESIVE	INK TYPE
WALLS	226 	WallMark 6.0 mil - Matte White Semi-Rigid Wall Vinyl Clear Low-Tack Microsphere Beaded Adhesive 90# Tight Release Liner	226-54	54"x100'		
	234 	GraphiTex 7.0 mil - Matte White Polyester Wall Fabric Clear Low-Tack Wall Adhesive 90# Layflat Liner	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	250-54 250-60	54"x100' 60"x100'		
WRAPS	230 	AutoMark 2.4 mil - Gloss White Conformable Wrap Vinyl - 7yr Grey Permanent Repositionable Adhesive 90# Air Egress Layflat Liner	230-54 230-60	54"x150' 60"x150'		
	231 	AutoMark 2.4 mil - Gloss Clear UV Wrap Laminate Clear Permanent Adhesive 53# Liner	231-54 231-60	54"x150' 60"x150'		
	240 	AutoMark 2.4 mil - Matte Clear UV Wrap Laminate Clear Permanent Adhesive 53# Liner	240-54 240-60	54"x150' 60"x150'		
WINDOW PERFS	232 	WindowMark 6.0 mil - Matte White Perforated 50/50 Film - 1yr White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Liner Recommended)	232-54 232-60 *NEW SIZE	54"x100' 60"x100'		
	270 	WindowMark 6.0 mil - Matte White Perforated 70/30 Film - 1yr White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Liner Recommended)	270-54 270-60	54"x100' 60"x100'		
	242	2.0 mil - Optically Clear UV Gloss Cast Laminate - 5yr Optically Clear Permanent Adhesive 4.0 mil Smooth Frosted Polyester Liner	242-54 242-60	54"x150' 60"x150'		
*LSE SPECIALTY	235 	MotoMark Matte White 4 mil "GRIP" Vinyl - 5yr Clear High Bond *LSE Permanent Adhesive 90# Layflat Liner *LOW SURFACE ENERGY ** 235-15P (Punched for 15" Gerber Printers and Plotters)	** 235-15P 235-24 235-30 235-54 235-60	15"x150' 24"x150' 30"x150' 54"x150' 60"x150'		
	238 	MotoMark Gloss Clear 12 mil "ARMOR" UV Laminate - 5yr Clear Permanent Adhesive 53# Liner	238-15 238-24 238-30 238-54 238-60	15"x75' 24"x75' 30"x75' 54"x75' 60"x75'		

Mounting & Laminating Films

	SERIES	PRODUCT DESCRIPTION	PART #	SIZE	ADHESIVE
GENERAL LAMINATES	100	3.0 mil - Gloss Clear PVC Laminate Clear Permanent Adhesive 53# Liner	100-38 100-51 100-54 100-61	38"x150' 51"x150' 54"x150' 61"x150'	
	101	3.0 mil - Lustre Clear PVC Laminate Clear Permanent Adhesive 53# Liner <i>VERIFONE MEDIA Taxi Top Solution Product</i> <i>OUTFRONT media / TITAN Approved</i>	101-31 101-38 101-51 101-514 101-54 101-61	31"x150' 38"x150' 51"x150' 51"x400' 54"x150' 61"x150'	
	102	3.0 mil - Matte Clear PVC Laminate Clear Permanent Adhesive 53# Liner	102-31 102-38 102-51 102-514 102-54 102-61	31"x150' 38"x150' 51"x150' 51"x400' 54"x150' 61"x150'	
	400	3.0 mil - Gloss UV Clear PVC Laminate - 4yr Clear Permanent Adhesive 53# Liner	400-30 400-38 400-54 400-60	30"x150' 38"x150' 54"x150' 60"x150'	
	401	3.0 mil - Lustre UV Clear PVC Laminate - 4yr Clear Permanent Adhesive 53# Liner	401-30 401-38 401-54 401-60	30"x150' 38"x150' 54"x150' 60"x150'	
	402	3.0 mil - Matte UV Clear PVC Laminate - 4yr Clear Permanent Adhesive 53# Liner	402-30 402-38 402-54 402-60	30"x150' 38"x150' 54"x150' 60"x150'	
FLOOR / DISPLAY / COUNTER MATS	103	5.0 mil - Velvet/Gloss Clear Polycarbonate Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	103-38 103-51 103-54 103-61	38"x150' 51"x150' 54"x150' 61"x150'	
	* 109	 *Traffic Graphic 5.0 mil - Scratch Resistant Textured Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	109-38 109-51 109-54	38"x150' 51"x150' 54"x150'	
	* 211	 *Traffic Graphic 6.0 mil - Gloss Clear Laminate Clear Permanent Adhesive 53# Liner	211-54	54"x150'	
	*  TRAFFIC GRAPHIC CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY 4R93				
	255 NEW	3.0 mil - Optically Clear Gloss Vinyl - 1yr Optically Clear Removable Adhesive 2.0 mil Traction Backed Polyester Liner	255-54	54"x150'	 
OPTICALLY CLEARS	105	2.0 mil - High Gloss Clear Polyester Laminate Optically Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	105-31 105-38 105-51 105-514 105-54 105-61	31"x150' 38"x150' 51"x150' 51"x400' 54"x150' 61"x150'	
	106	1.0 mil - Transparent Optically Clear Mount Film Optically Clear Permanent Adhesive-Both Sides 1.5 mil Clear Polyester Liner	106-31 106-38 106-51 106-514 106-54	31"x150' 38"x150' 51"x150' 51"x400' 54"x150'	 
	242	2.0 mil - Optically Clear UV Gloss Cast Laminate - 5yr Optically Clear Permanent Adhesive 4.0 mil Smooth Frosted Polyester Liner	242-54 242-60	54"x150' 60"x150'	

Mounting & Laminating Films

	SERIES	PRODUCT DESCRIPTION	PART #	SIZE	ADHESIVE
TEDLAR®	108	Tedlar® 1.0 mil - Clear Tedlar® Overlamine - 5yr Clear Permanent Adhesive 53# Liner	108-54	54"x150'	
	106	1.0 mil - Transparent Optically Clear Mount Film Optically Clear Permanent Adhesive-Both Sides 1.5 mil Clear Polyester Liner	106-31 106-38 106-51 106-514 106-54	31"x150' 38"x150' 51"x150' 51"x400' 54"x150'	 
SPECIALTY MOUNTING FILMS	107	1.5 mil - White Opaque Print Mount Film White Opaque Polypropylene High-Tack Clear Permanent Adhesive-Both Sides 76# Liner (Self-Wound)	107-31 107-38 107-51 107-514 107-54 107-61	31"x150' 38"x150' 51"x150' 51"x400' 54"x150' 61"x150'	 
	112	0.5 mil - Clear Polyester Print Mount Film High-Tack Clear Permanent Adhesive-Both Sides 76# Liner (Self-Wound)	112-38 112-51 112-514 112-54	38"x150' 51"x150' 51"x400' 54"x150'	 
	113	1.0 mil - Clear Polyester Removable Print Mount Film Clear Permanent Adhesive 1-Side Clear Removable Adhesive 1-Side Printed 1.2 mil - Clear Polyester Liner (Self-Wound)	113-38 113-51 113-514 113-54	38"x150' 51"x150' 51"x400' 54"x150'	 
	114	1.0 mil - Clear Polyester Removable Print Mount Film Clear Permanent Adhesive 1-Side Clear Removable Adhesive 1-Side 76# Liner (Self-Wound)	114-38 114-51 114-514 114-54	38"x150' 51"x150' 51"x400' 54"x150'	 
	117	1.0 mil - Clear Polyester Removable Print Mount Film Clear Permanent Adh. 1-Side - 1.5 mil Clear Liner Clear Removable Adh. 1-Side - 3.2 mil Clear Embossed Printed Liner (Air Egress)	117-54	54"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</i>	111-38 111-51 111-54	38"x150' 51"x150' 54"x150'	
	231	AutoMark 2.4 mil - Gloss Clear UV Wrap Laminate - 5yr Clear Permanent Adhesive 53# Liner	231-54 231-60	54"x150' 60"x150'	
	240	AutoMark 2.4 mil - Matte Clear UV Wrap Laminate - 5yr Clear Permanent Adhesive 53# Liner	240-54 240-60	54"x150' 60"x150'	
	238	MotoMark Gloss Clear 12 mil "ARMOR" UV Laminate - 5yr Clear Permanent Adhesive 53# Liner	238-15 238-24 238-30 238-54 238-60	15"x75' 24"x75' 30"x75' 54"x75' 60"x75'	

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