



GF40 Unsealed Substrate Removable Graphic Films (suitable for most outdoor applications)

Product Description:

GF40 Series Outdoor Surfaces Removable Graphic Film is a 3.0-mil pressure sensitive film developed for use on sidewalks, roadways and other outdoor unsealed surfaces. This digitally printable graphic film is used as a short term promotional film that conforms to the surface texture of the substrate it is applied to, giving it the look of a permanent painted graphic, rather than an applied sign or decal. No over laminate is needed on these graphic films, and it exceeds Coefficient of Friction requirements under ASTM C-1028 testing.

Applications and End Uses:

GF40 series film is intended for use as a short term graphic film that is printable by solvent, and most eco-solvent, mild-solvent or, screen printing using solvent inks.

The outdoor advertising market has grown in recent years as advertisers look for economical ways to reach more consumers, and regionalize their message. An underused promotional space could be right at your feet! Some uses for the GF40 Series Outdoor Surfaces Removable Graphic Films include:

- Retail Promotions, such as product promotions and sales displayed outdoors on sidewalks and in parking lots, reaching the customer before they enter the location
- Outdoor Event Advertising, such as at Concerts, Fairs and Outdoor Sporting Events
- Temporary Way finding Signage, such as at Convention Centers, Schools, and Public Buildings
- Temporary Directional Markings in Parking Lots, and on Streets and Sidewalks
- Indoor Rough Surface Applications such as Plant Floor Marking and Customer Welcome Signage on **unsealed** surfaces only. For other indoor applications, see GF50 Series Indoor Removable Graphic Film.
- Outdoor Vertical Surface Application such as on concrete walls and barriers

Physical Properties:

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| Face Film | 2.0mil ; NON-PVC ; Combination of Proprietary Polymers. |
| Adhesive | PSA Acrylic; Permanent Type. |
| Liner | 76 lb. Layflat Release Liner. |
| Application Temperature Range | 45 deg.F to 110 deg.F |
| Static Coefficient of Friction (ASTM C-1028) Dry | White – 0.68 / Clear – 0.72 |
| Static Coefficient of Friction (ASTM C-1028) Wet | White – 0.69 / Clear – 0.68 |

Permovable Graphic Films

11660 Alpharetta Hwy
Suite 210
Roswell, GA 30076
(770) 344-2400

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| Peel Adhesion, lb./in (180° on Polyester Film; PSTC-101) | Initial: 3.50; 24 Hr: 4.50; Ultimate: 5.50. |
| Shear Adhesion (on Polyester Film; PSTC-107) | Shear (hold) to 100 hours at 70°F. No failure. |

Printing:

This product is designed to be imaged using wide format solvent-based, eco-solvent, and screen printed using solvent-based inks. To achieve the best possible color results, please make sure that the correct ICC profiles or printer settings are used. ICC profiles for this product can be found at www.Permovable.com.

Other Manufacturing Processes:

The use of an “application”, or “transfer” tape will add stability during application, and make positioning easier. We recommend using a “medium tack” application/transfer tape with an adhesion rating 13-15 N/100MM.

We do not recommend the use of an over laminate on GF-40 Series products.

Shipping and Storage:

We recommend that finished street graphics be shipped flat, or rolled graphic side out on a 6” core to help prevent wrinkling or separation from the release liner.

Durability:

The outdoor durability of the GF40 Series Outdoor Surfaces Removable Graphic Film is warranted for up to 2 months under normal pedestrian and vehicular traffic applications.

Application and Removal:

For Installation Instructions, see Instructional Bulletin #1000, Installation Instructions GF40 Series Outdoor Surfaces Removable Graphic Film.

Shelf Life:

GF40 Promotional Film has a warranted shelf life of 1 year from date of manufacture when stored in conditions of 60° F - 80° F and 50% Relative Humidity in its original packaging. Rolls and sheets should always be stored flat or horizontally.

Printed Graphics have a warranted storage life of 6 months from time of printing (dependant on storage conditions).

All removed product must be disposed of in accordance with local applicable ordinances.

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