

# Product Data Bulletin



## GF50 Series Indoor Removable Graphic Films

### Product Description:

GF50 Series Indoor Removable Graphic Film is a 3.0-mil pressure sensitive film developed for use on indoor hard 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 overlaminate is needed on these graphic films, and it exceeds Coefficient of Friction requirements under ASTM C-1028 testing.

### Applications and End Uses:

GF50 series film is intended for use as a short term graphic film that is printable by solvent, and most eco-solvent, mild-solvent or UV cured inkjet, or screen printing using solvent or UV cured inks.

The POP 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 GF50 Series Removable Graphic Films include:

- Retail Promotions, such as product promotions and sales displayed indoors on floors and in mall general areas, reaching the customer before they enter the location
- Sports courts such as finished hardwood gymnasium flooring
- Temporary Wayfinding Signage, such as at Convention Centers, Schools, and Public Buildings
- Indoor Applications such as Plant Floor Marking and Customer Welcome Signage

### Physical Properties:

Face Film	2.0mil ; NON-PVC; contains NO phthalates. Combination of Proprietary Polymers.
Adhesive	PSA Acrylic; Removable 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
Peel Adhesion, lb./in (180° on Polyester Film; PSTC-101)	Initial: 1.56.      72 Hr: 2.19.
Shear Adhesion (on Polyester Film; PSTC-107)	Shear (hold) to 100 hours at 70°F. No failure.

### **Permovable Graphic Films**

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

Instructional Bulletin #1003  
Product Data Bulletin GF50  
Rev A – 07/2009

## **Printing:**

This product is designed to be imaged using wide format solvent-based, eco-solvent, mild-solvent and UV cured inkjet printing, and screen printed using solvent-based or UV curable inks. To achieve the best possible color results, please make sure that the correct ICC profiles or printer settings are used. Many ICC profiles for this product can be found at [www.Permovable.com](http://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 “low tack” application/transfer tape with an adhesion rating lower than 15 N/100mm. Please allow the graphic to dry, or cure, completely prior to application of the tape.

**We do not recommend the use of an overlaminate on GF-50 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 durability of the GF50 Series Outdoor Surfaces Removable Graphic Film is warranted for up to 3 months under normal pedestrian traffic.

## **Application and Removal:**

For Installation Instructions, see Instructional Bulletin #1004, Installation Instructions GF50 Series Indoor Removable Graphic Film.

## **Shelf Life:**

GF50 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.

## **PRODUCT REMOVAL AND DISPOSAL DISCLAIMER**

THE REMOVAL AND DISPOSAL OF ALL PRODUCTS MUST BE DONE IN ACCORDANCE WITH THE WRITTEN PROCEDURES PROVIDED BY PERMOVABLE WITH THE PRODUCT AND/OR AVAILABLE ON THE COMPANY'S WEBSITE AT [WWW.PERMOVABLE.COM](http://WWW.PERMOVABLE.COM) (THE “REMOVAL PROCEDURE”). UNDER NO CIRCUMSTANCES SHALL PERMOVABLE OR ITS AFFILIATES BE LIABLE FOR ANY CLAIMS, DAMAGES OR EXPENSE ASSOCIATED WITH A CUSTOMER'S FAILURE TO FOLLOW THE REMOVAL PROCEDURE. FOR ANY QUESTIONS ASSOCIATED WITH THE REMOVAL PROCEDURE, PLEASE CONTACT PERMOVABLE'S CUSTOMER SUPPORT LINE AT (877) 402-2411.

### **Permovable Graphic Films**

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

Instructional Bulletin #1003  
Product Data Bulletin GF50  
Rev A – 07/2009