GENERAL FORMULATIONS

TECHNICAL DATA SHEET

GF 285 ROUGHMARK®

3.5 MIL MATTE WHITE CONFORMABLE WALL VINYL CLEAR HIGH-TACK REMOVABLE ADHESIVE

GF 285 RoughMark® is a 3.5 mil matte white opaque polymeric vinyl film coated with a solvent acrylic high-tack removable (HTR) pressure sensitive adhesive on a 90# layflat liner. GF 285's thick HTR adhesive is designed to aggressively grip onto textured substrates such as brick or block, yet cleanly remove without leaving adhesive residue on the contact surface. The 90# liner provides excellent dimensional stability for digital printing. GF 285 accepts a variety of solvent-based, eco-solvent, latex and UV curable inks common to wide format digital printing systems. *For UV Curable inks, please consult with the ink manufacturer for specifics on ink flexibility.*

PRODUCT NAME	285
FILM	
Film Type	White Polymeric Vinyl
Film Thickness (mils/µm)	3.5 / 89 (+/- 10%)
Film Weight (gsm)	130
Gloss (60°)	≤ 20
Opacity (%)	99
Tensile Strength (lbs/in)	MD ≥ 3500 / CD ≥ 2500
Elongation (%)	MD ≥ 90 / CD ≥ 200
Dimensional Stability (FTM 14)	MD ≤ 0.50 mm / CD ≤ 0.20 mm
ADHESIVE	
Adhesive Type	Solvent Acrylic
Adhesive Thickness (mils/µm)	1.9-2.1 / 48-53
Adhesive Color	Clear
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 15 min	1.2 / 5.3
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 24 hrs	2.0 / 8.8
LINER	
Liner Weight (#/gsm)	90 / 145
Liner Type	White PE-Coated Kraft
Liner Thickness (mils/µm)	6.7 / 170
Release Force @ 300" / min (g/2")	50-200
PERFORMANCE GUIDANCE	
Application Temperature	> +40 °F (interior / sealed surfaces). +50 °F minimum recommended for exterior or unsealed masonry. See RoughMark™ Application Guide.
Service Temperature	-40 °F to 180 °F
Shelf Life	up to 1 year
Storage Temp / Rel. Humidity	70 °F / 50%
Outdoor Durability	Up to 5 years
Removability	Up to 6 months (on prepared surfaces within specified conditions). Performance on unsealed exterior masonry or surfaces subject to freeze/thaw cycling may vary.
CERTIFICATIONS & RATINGS	
Flammability	ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning haracteristics of Building Materials)

**All values provided are typical averages intended for guidance only and should not be interpreted as product specifications or warranties.*

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PRODUCT SNAPSHOT

APPLICATION

- ❍ WET APPLY
- ● DRY APPLY
- ❍ LAMINATING
- ❍ MOUNTING
- ● DIE CUTTABLE
- ❍ HOT STAMP
- ❍ THERMAL DIE
- ● FLATBED CUTTABLE

SUBSTRATES/SURFACES

- ❍ SMOOTH PAINTED DRYWALL
- ● *MODERATELY TEXTURED

WALL SURFACES

**(sealed or painted recommended; test panel required for unsealed)"*

APPLICATIONS

- ● POP/RETAIL
- ● WALL
- ❍ WRAP
- ❍ WINDOW
- ❍ FLOOR
- ❍ TRANSLUCENT
- ❍ FLEET
- ● GENERAL SIGNAGE
- ● INDOOR
- ● OUTDOOR (LONG TERM)

INK TYPE

- ● SOLVENT
- ● ECO-SOLVENT
- ● LATEX
- ● UV CURABLE
- ● SCREEN
- ● OFFSET (UV CURABLE)
- ❍ OFFSET (CONVENTIONAL)

FAQS

Can I use GF 285 on other surfaces?	GF 285 RoughMark® can be used in applications where a conformable removable vinyl is desired. This film conforms well with controlled heat and features clean removability from a variety of moderately textured substrates including brick, block, and concrete surfaces (vertical application only). For exterior or unsealed masonry applications, surface temperature must be at or above 40°F at time of installation (50°F minimum recommended for unsealed porous substrates), and a pre-installation test panel is required. Performance on unsealed masonry in freeze/ thaw environments may vary. If needed for durability or duration, only cast laminates should be used with GF RoughMark. Refer to the GF RoughMark® Application Guide for full surface and environmental requirements.
Can this product be used on Elevators?	This product is not intended for this application. Test all applications prior to use. Not designed for coated/ sealed/ treated stainless steel, brass or bronze surfaces.
When paneling larger jobs, do I use overlaps or butt-seams with this product?	Either is acceptable, although butt-seams require a high degree of skill to line up the panels. Because this product is going on uneven surfaces and is thinner than a normal wall vinyl, an overlap should be the default way to install.

IMPORTANT: Please reference the GF RoughMark® Application Guide on www.generalformulations.com for complete installation requirements, surface guidance, and risk disclosures." For Standard Terms & Conditions: www.generalformulations.com/terms-conditions