GENERAL FORMULATIONS

TECHNICAL DATA SHEET

GF 885AE ROUGHMARK®

2.0 MIL GLOSS WHITE CAST VINYL
GREY HIGH-TACK REMOVABLE ADHESIVE

GF 885AE RoughMark® Cast is a 2.0 mil high gloss white cast film coated with a solvent acrylic high-tack removable (HTR) pressure sensitive adhesive on a 90# air egress liner. The thick HTR adhesive is designed to aggressively grip onto textured substrates such as brick, block, or cement, yet cleanly remove without leaving adhesive residue on the contact surface. The 90# air egress liner offers excellent product layflat in a variety of ambient conditions, along with ease of application of large format graphics. GF 885AE 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	885AE
FILM	
Film Type	Cast White Vinyl
Film Thickness (mils/µm)	2.0 / 50 (+/- 10%)
Film Weight (gsm)	78
Gloss (60°)	≥90
Opacity (%)	99
Elongation (%)	N/A
Dimensional Stability (FTM 14)	MD ≤ 0.35 mm
ADHESIVE	
Adhesive Type	Solvent Acrylic
Adhesive Thickness (mils/µm)	1.9-2.1 / 48-53
Adhesive Color	Grey
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 (+/- 10%)
Liner Type	White PE-Coated Kraft, Air Egress
Liner Thickness (mils/µm)	7.0 / 180
Release Force @ 300” / min (g/2”)	150-200
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	2 years
Storage Temp / Rel. Humidity	70 °F / 50%
Outdoor Durability	Up to 7 years
Long-Term Removability	*4 year Clean Removability
RATINGS & CERTIFICATIONS	
Flammability *(tested using GF 885AE laminated with GF 813, GF 844)*	ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials).

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

309 S. UNION | SPARTA, MI 49345 | P:(616) 887-7387 | T:(800) 253-3664 | F:(616) 887-0537
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PRODUCT SNAPSHOT	APPLICATIONS	INK TYPE
APPLICATION	● POP/RETAIL	● SOLVENT
❍ WET APPLY	● WALL	● ECO-SOLVENT
● DRY APPLY	● WRAP	● LATEX
❍ LAMINATING	● WINDOW	● UV CURABLE
❍ MOUNTING	❍ FLOOR	● SCREEN
● DIE CUTTABLE	❍ TRANSLUCENT	● OFFSET (UV CURABLE)
❍ HOT STAMP	❍ FLEET	❍ OFFSET (CONVENTIONAL)
❍ THERMAL DIE	● GENERAL SIGNAGE	
● FLATBED CUTTABLE	● INDOOR	
● CONTOUR CUTTABLE	● OUTDOOR (LONG TERM)	
SUBSTRATES/SURFACES	**MATCHING LAMINATES**	**ADDITIONAL LAMINATES**
● SMOOTH PAINTED DRYWALL	● GF 813 - 1.3 MIL GLOSS CAST CLEAR UV	● GF 831 - 2.0 MIL GLOSS CAST CLEAR UV
● TEXTURED WALL SURFACES	● GF 844 - 2.0 MIL ULTI-MATTE CAST CLEAR UV	● GF 840 - 2.0 MIL MATTE CAST CLEAR UV

FAQS

Can I use 885AE RoughMark® on surfaces other than textured walls?	GF 885AE RoughMark® Cast has an adhesive designed to perform on a wide range of smooth and rough surfaces, including low and zero VOC painted drywall, painted metal, wood, plastic, and glass. 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. Refer to the GF RoughMark® Application Guide for full surface and environmental requirements.
Do I need to use heat during installation?	The best practice for any textured wall installation includes using a heat gun and foam roller to soften the film and work it deep into the surface profile. For GF 885AE, hold the heat gun 2–3 inches from the film surface and heat a 1.5–2 inch band until the film becomes pliable, then immediately follow with firm foam roller pressure. Move at approximately 1–2 inches per second, overlapping each pass by 50–70%. Note: heat gun output settings vary by model — the objective is a pliable film, not a specific gun temperature. See the GF RoughMark® Application Guide for full installation procedures.
I'm used to using permanent adhesives for wall graphics. Is this going to be reliable long-term?	GF 885AE features our unique HTR adhesive that is designed for ease of install, long term durability, and clean removal.

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.

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