

**TECHNICAL
DATA
SHEET**
GF 227 WALLMARK® LITE
**3.4 MIL MATTE WHITE VINYL
CLEAR REPOSITIONABLE WALL ADHESIVE**

GF 227 is a 3.4 mil matte white calendared vinyl film. This product has a specially formulated microsphere removable acrylic adhesive backed by a 90# layflat liner. The combination of vinyl and adhesive allows for ease of repositioning the graphic during installation and superior removability of this product from normal wall surfaces. The 90# tight release liner provides excellent stability for processing using standard solvent and UV curable and latex digital inks common to wide format digital printing systems.

PRODUCT NAME	227
FILM	
Film Type	White Polymeric Vinyl
Film Thickness (mils/ μ m)	3.4 / 86 (+/- 10%) before emboss
Film Weight (gsm)	120
Gloss (60°)	\leq 20
Opacity (%)	93
Tensile Strength (lbs/in)	MD \geq 3000 / CD \geq 2600
Elongation (%)	MD \geq 90 / CD \geq 150
Dimensional Stability (FTM 14)	MD \leq 0.20 mm / CD \leq 0.20 mm
ADHESIVE	
Adhesive Type	Emulsion Acrylic
Adhesive Thickness (mils/ μ m)	0.9-1.1 / 23-28
Adhesive Color	Clear
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 15 min	0.5 / 2.2
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 24 hrs	1.0 / 4.4
LINER	
Liner Weight (#/gsm)	90 / 145
Liner Type	White 2-Sided PE-Coated Kraft
Liner Thickness (mils/ μ m)	6.7 / 170
Release Force @ 300" / min (g/2")	200-250
PERFORMANCE GUIDANCE	
Application Temperature	\geq +40 °F
Service Temperature	-40 °F to 200 °F
Shelf Life	1 year
Storage Temp / Rel. Humidity	70 °F / 50%
Outdoor Durability	N/A
Indoor Durability	*5 years
Removability	1 year

* Indoor durability of material under normal conditions.

GF 227 | AUGUST 2024

309 S. UNION | SPARTA, MI 49345 | P:(616) 887-7387 | T:(800) 253-3664 | F:(616) 887-0537

WWW.GENERALFORMULATIONS.COM

TECHNICAL DATA SHEET

GF 227 - 3.4 MIL MATTE WHITE VINYL CLEAR REPOSITIONABLE WALL ADHESIVE

PRODUCT SNAPSHOT	APPLICATIONS	INK TYPE
<p>APPLICATION</p> <ul style="list-style-type: none"> <input type="radio"/> WET APPLY <input checked="" type="radio"/> DRY APPLY <input type="radio"/> LAMINATING <input type="radio"/> MOUNTING <input checked="" type="radio"/> DIE CUTTABLE <input type="radio"/> HOT STAMP <input type="radio"/> THERMAL DIE <input checked="" type="radio"/> FLATBED CUTTABLE 	<ul style="list-style-type: none"> <input checked="" type="radio"/> POP/RETAIL <input checked="" type="radio"/> WALL <input type="radio"/> WRAP <input type="radio"/> WINDOW <input type="radio"/> FLOOR <input type="radio"/> TRANSLUCENT <input type="radio"/> FLEET <input checked="" type="radio"/> GENERAL SIGNAGE <input checked="" type="radio"/> INDOOR <input type="radio"/> OUTDOOR (SHORT TERM) <input type="radio"/> OUTDOOR (LONG TERM) 	<ul style="list-style-type: none"> <input checked="" type="radio"/> SOLVENT <input checked="" type="radio"/> ECO-SOLVENT <input checked="" type="radio"/> LATEX <input checked="" type="radio"/> UV CURABLE <input checked="" type="radio"/> SCREEN (UV) <input checked="" type="radio"/> OFFSET (UV) <input type="radio"/> OFFSET (CONVENTIONAL)
<p>SUBSTRATES/SURFACES</p> <ul style="list-style-type: none"> <input checked="" type="radio"/> SMOOTH PAINTED DRYWALL 		

FAQS	
Is GF 227 just for walls?	GF 227 is designed for wall murals, decals and graphics on most types of smooth painted interior walls. This includes most flat, semi-gloss and gloss paint finishes, but also works great on glass and other smooth surfaces. If applying to new paint, consult the paint manufacturer for proper curing conditions before application.
Does GF have any recommendations for surface prep and graphic application?	GF has a great Application Guide document with helpful information about Interior Wall Applications, from preparation and paint to installation and maintenance. You can find it on our website under Resources > Application Guides > GF Interior Wall Application.
Are there any concerns with contour cutting letters or decals?	The film, adhesive and liner are great for cutting shapes and letters, as well as for larger posters or decals that are applied to wall surfaces. One potential issue can be with heavy ink saturation or solvent inks where you may need to leave an unprinted border around the prints to prevent edge curling or lifting. Always use the GF ICC Print Profiles when available and follow your printer manufacturer recommendations for off gassing and ink cure prior to cutting.
When paneling larger jobs, do I use overlaps or butt-seams with this product?	Overlapping seams with panel jobs are recommended with GF 227. The soft adhesive and thinner film are not ideal for butt-seam applications. Please note that the opacity of this film is ~93% so some minor image/graphic bleed through at the overlaps is expected.