General FORMULATIONS

TECHNICAL DATA SHEET

GF 255 OPTIMARK™

3.0 MIL GLOSS OPTICALLY CLEAR VINYL CLEAR REMOVABLE ADHESIVE

GF 255 OptiMark™ is a 3.0 mil optically clear high gloss flexible calendared PVC film coated with an optically clear solvent removable pressure sensitive adhesive laminated to a 2.0 mil traction backed polyester liner. This film is designed to accept a variety of solvent-based, UV curable and latex inks common to wide format digital printing systems. The adhesive system provides clean removal from glass for up to one year under normal exposure conditions. The 2.0 mil polyester liner has a traction coating to aide in processing on common digital printers.

PRODUCT NAME	255
FILM	
Film Type	Clear Monomeric Vinyl
Film Thickness (mils/µm)	3.0 / 76 (+/- 10%) before emboss
Film Weight (gsm)	95
Gloss (60°)	≥90
Opacity (%)	N/A
Tensile Strength (lbs/in)	MD ≥ 5000 / CD ≥ 5000
Elongation (%)	MD ≥ 200 / CD ≥ 200
Dimensional Stability (FTM 14)	MD ≤ 0.80 mm / CD ≤ 0.60 mm
ADHESIVE	
Adhesive Type	Solvent Acrylic
Adhesive Thickness (mils/µm)	0.7-1.0 / 18-25
Adhesive Color	Clear
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 15 min	0.3 / 1.3
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 24 hrs	0.6 / 2.6
Peel Strength on Glass (lbs/in) / (N/25mm) 15 min	0.5 / 2.2
Peel Strength on Glass (lbs/in) / (N/25mm) 24 hrs	0.7 / 3.1
LINER	
Liner Weight (#/gsm)	44 / 71
Liner Type	Clear Polyester
Liner Thickness (mils/µm)	2.0 / 51
Release Force @ 300" / min (g/2")	25-45
PERFORMANCE GUIDANCE	
Application Temperature	≥ +40 °F
Service Temperature	-40 °F to 180 °F
Shelf Life	up to 1 year
Storage Temp / Rel. Humidity	70 °F / 50%
Outdoor Durability	up to 3 years
Removability	up to 1 year

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PRODUCT SNAPSHOT

APPLICATION

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

SUBSTRATES/SURFACES

- ● OEM PAINTED METAL
- ● PAINTED ALUMINUM
- ● STAINLESS STEEL
- ❍ LOW-ENERGY SURFACES
- ● GLASS

APPLICATIONS

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

INK TYPE

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

FAQS

Can I dry apply GF 255*?	Yes, however wet applying GF 255 is the prefered method. Wet application on solvent based clear products is the best way to achieve bubble free and optically clear results. Dry applying is possilbe, but may result in some bubbles and/or reduction in optical clarity.
Can I use GF 255 on perforated vinyl since it is optically clear?	No. While GF 255 is optically clear, it is formulated with a removable adhesive and is not designed for conformable applications. GF 255 will not bond well to the perforated film and can create blurry air pockets in the perforations that will block the film's one-way vision.
If I dont have a soft edged, Teflon coated, or wet edged squeegee can I use a regular squeege?	No. We do not recommend this. GF 255 is a clear calendared vinyl, and as such it will have a tendency to show squeegee marks. Regular squeegees may have burrs or uneven edges which may make impressions in the vinyl. Sometimes you "may" be able to heat these impressions out (depending on their severity), but we do not recommend heating the film on a cold glass surface, as cracking may occur. It is best to use a softer edge. You can also use a premask tape to protect the graphic during installation.

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GF 255 APPLICATION INSTRUCTIONS

WET APPLICATION METHOD (RECOMMENDED)

Allow the printed graphic to dry 24 hrs. or longer (depending upon ink coverage).

Lamination is optional, but can protect if the graphic is going to be cleaned often and also helps during installation (handling).

1. Thicker graphics are easier to apply.
2. If using a laminate, an optically clear one is recommended.

Transfer Tape is a must!

1. With tape you can squeegee and reduce the risk of scratching.
2. Helps eliminate bubbles/water entrapment by creating a thicker graphic.
3. Using a paper application tape means you can wet it afterwards and it will remove easier.

* Clear application tapes will work, but you may need to allow drying time before removing it.

Removing too early could result in the graphic coming off the glass and/or stretching.

- Use an approved commercial based application fluid.
- Spray the surface of the substrate.
- “Mist” the adhesive side of graphic.
- Wet graphic printed surface.
- Apply to window and squeegee out all fluids.
    1. We recommend a suede tipped/Teflon squeegee for wet applications; to prevent scratches

APPLICATION FLUIDS

Soap & Water Mixture - Although an accepted practice, you should take caution when using dishwashing soap. It may be economical, but dish soap has detergents and are not designed to be used with vinyl media. There may be soap surfactants that will interfere with adhesion and too many soapy bubbles can be difficult to squeegee out of an applied decal as well.

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GF 255 APPLICATION INSTRUCTIONS

APPLICATION FLUIDS (CONTINUED)

Application Fluids (preferred method) can be very useful when you have an aggressive adhesive.

1. Marabu Action Tac ® – Works as a cleaner and application fluid. Works on all vinyl grades.
2. Marabu Window Juice ® – Surface must be clean before use. Can be used to apply the graphic as well as remove the transfer tape (spraying it after application to moisten).
3. Marabu Splash ® – Surface must be clean before use. Mix with water.
4. Rapid Tac ® – Cleans the surfaces as well as allowing the film to “float” until it is properly positioned.
5. Rapid Tac II ® – Works great for glass applications and colder applications 20° F to 140° F. Works with economy calendered, intermediate calendered, high performance calendered, metallic, reflective, polyester, Mylar and other specialty films).
6. Sure Glide ® – Has an adhesive activator which helps set adhesive and speed drying time when applying on metal and other hard surfaces.

The key is not to use too much application fluid. The more fluid you use, the more fluid you will have to squeegee out, which can be labor intensive and hard to do. Fluid removal will ensure maximum bond.