



Piedmont Plastics®
where solutions take shape

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ADHESIVE LEGEND

 Permanent Adhesive / Clear	 Removable Adhesive / Clear
 Permanent Adhesive / Grey	 Low-Tack Removable Adhesive / Clear
 Permanent Repositionable Adhesive / Grey	 High-Tack Removable Adhesive / Clear
 Repositionable Removable Adhesive / Clear	 High-Tack LSE* Permanent Adhesive / Clear
 Permanent Opaque Adhesive / Grey	 High-Tack Permanent Adhesive / Clear
 Repositionable Removable Adhesive / Grey	 High-Tack Permanent Adhesive / Clear
 Permanent Adhesive / Clear	 High-Tack Removable Adhesive / Grey
 Slidable Repositionable Removable Adhesive / Grey	 High-Tack Removable Adhesive / Clear
 Removable Repositionable Wall Adhesive / Clear	 Removable Adhesive / Clear

*Low Surface Energy

Adhesive Type



Adhesive Color
G = Grey C = Clear



Air Egress Liner

INK COMPATIBILITY LEGEND



Solvent / Eco-Solvent



Latex



UV Curable

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	SIZE	ADHESIVE	INK TYPE
201	3.4 mil / 85 mic - Matte White Vinyl Clear Permanent Adhesive 90# / 145 gsm Layflat Liner	5 yr / -	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
201HTAP	3.4 mil / 85 mic - Matte White Vinyl Clear High-Tack Permanent Adhesive 90# / 145 gsm Layflat Liner	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
201HTAPAE	3.4 mil / 85 mic - Matte White Vinyl Clear High-Tack Permanent Adhesive 90# / 145 gsm Air Egress Layflat Liner	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
201OP	3.4 mil / 85 mic - Matte White Opaque Vinyl Grey Solvent Permanent Adhesive 90# / 145 gsm Layflat Liner	5 yr / -	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
201OPAE	3.4 mil / 85 mic - Matte White Opaque Vinyl Grey Solvent Permanent Adhesive 90# / 145 gsm Air Egress Layflat Liner	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
202	3.4 mil / 85 mic - Matte White Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr / 1 yr	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
209+	MetroMark® 3.5 mil / 87.5 mic - Matte White Opaque Transit Vinyl Clear Removable Adhesive 90# / 145 gsm Printed Logo Layflat Liner <i>Lamar, Outfront Media, JCDecaux & Vector approved product</i>	5 yr / 1 yr	54" x 150' / 1.37 x 45.72M 62" x 150' / 1.57 x 45.72M 64" x 150' / 1.62 x 45.72M		
209AE+ NEW	MetroMark® 3.5 mil / 87.5 mic - Matte White Opaque Transit Vinyl Clear Removable Adhesive 90# / 145 gsm Air Egress Layflat Liner <i>Lamar, Outfront Media, JCDecaux, Vector & Pattison approved product</i>	5 yr / 1 yr	54" x 150' / 1.37 x 45.72M 62" x 150' / 1.57 x 45.72M 54" x 300' / 1.37 x 91.44M* 62" x 300' / 1.57 x 91.44M*		
214	3.0 mil / 75 mic - Matte White Promotional Vinyl Clear Permanent Adhesive 90# / 145 gsm Layflat Liner	3 yr / -	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
222	6.0 mil / 150 mic - Matte White Semi-Rigid Vinyl Clear Permanent Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / -	30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
223	6.0 mil / 150 mic - Matte White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / 1 yr	30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
364 NEW	Economy Print Solution 3.0 mil / 75 mic - Matte White Vinyl Clear Permanent Adhesive 75# / 105 gsm Liner	3 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
364OP NEW	Economy Print Solution 3.0 mil / 75 mic - Matte White Opaque Vinyl Grey Solvent Permanent Adhesive 75# / 105 gsm Liner	3 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
364OPAE NEW	Economy Print Solution 3.0 mil / 75 mic - Matte White Opaque Vinyl Grey Solvent Permanent Adhesive 75# / 105 gsm Air Egress Liner	3 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		

* Please note 300' size rolls come standard on 3" cores and may contain a splice. Consult printer manufacturer specifications for roll diameter and weight tolerances.

+ ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials).

General Digital Continued on Page 4

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	SIZE	ADHESIVE	INK TYPE
203	3.0 mil / 75 mic - Gloss White Vinyl Clear Permanent Adhesive 90# / 145 gsm Layflat Liner	5 yr / -	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
203HTAP	3.0 mil / 75 mic - Gloss White Vinyl Clear High-Tack Permanent Adhesive 90# / 145 gsm Layflat Liner	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
203HTAPAE	3.0 mil / 75 mic - Gloss White Vinyl Clear High-Tack Permanent Adhesive 90# / 145 gsm Air Egress Layflat Liner	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
203OP	3.0 mil / 75 mic - Gloss White Opaque Vinyl Grey Solvent Permanent Adhesive 90# / 145 gsm Layflat Liner	5 yr / -	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
203OPAE	3.0 mil / 75 mic - Gloss White Opaque Vinyl Grey Solvent Permanent Adhesive 90# / 145 gsm Air Egress Layflat Liner	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
204	3.0 mil / 75 mic - Gloss White Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr / 1 yr	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
216	3.0 mil / 75 mic - Gloss White Promotional Vinyl Clear Permanent Adhesive 90# / 145 gsm Layflat Liner	3 yr / -	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
218	WindowMark™ Blockout 8.0 mil / 200 mic - Gloss White Dual-Layer Blockout Vinyl Clear Removable Adhesive 90# / 145 gsm Layflat Liner	3 yr / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
220	6.0 mil / 150 mic - Gloss White Semi-Rigid Vinyl Clear Permanent Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / -	30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
221	6.0 mil / 150 mic - Gloss White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / 1 yr	30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
365 NEW	Economy Print Solution 3.0 mil / 75 mic - Gloss White Vinyl Clear Permanent Adhesive 75# / 105 gsm Liner	3 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
365OP NEW	Economy Print Solution 3.0 mil / 75 mic - Gloss White Opaque Vinyl Grey Solvent Permanent Adhesive 75# / 105 gsm Liner	3 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
365OPAE NEW	Economy Print Solution 3.0 mil / 75 mic - Gloss White Opaque Vinyl Grey Solvent Permanent Adhesive 75# / 105 gsm Air Egress Liner	3 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
230+	AutoMark™ 2.4 mil / 60 mic - Gloss White Conformable Vinyl Grey Solvent, Repositionable, Long-Term Removable Adhesive 90# / 145 gsm Air Egress Layflat Liner <i>Recommended Laminate: GF 231, 240, 242, 813, 831, 840 & 844</i>	7 yr / 2 yr	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
246	2.4 mil / 60 mic - Gloss White Premium Vinyl Grey Solvent Permanent Repositionable Adhesive 90# / 145 gsm Layflat Liner	7 yr / 2 yr	54" x 150' / 1.37 x 45.72M		
333	AutoMark™ DRIFT® PW 3.0 mil / 75 mic - Gloss White Polymeric Wrap Vinyl Grey Solvent Slidable, Repositionable, Long-Term Removable Adhesive 105# / 170 gsm Air Egress Layflat Liner <i>Recommended Laminate (Partial Wraps): GF 231, 240, 242, 813, 831, 840 & 844</i> <i>Recommended Laminate (Flat/General Signage): GF 247 & 248</i>	7 yr / 2 yr	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
830+ NEW	AutoMark™ Cast with DRIFT® Technology 2.0 mil / 50 mic - Gloss White Cast Wrap Vinyl with DRIFT® Technology Grey Solvent Slidable, Repositionable, Long-Term Removable Adhesive 106# / 160 gsm Air Egress Layflat Liner <i>Recommended Laminate: GF 242, 813, 831, 840 & 844</i>	8 yr / 4 yr	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		

* Please note 300' size rolls come standard on 3" cores and may contain a splice. Consult printer manufacturer specifications for roll diameter and weight tolerances.
+ ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials).

GENERAL DIGITAL cont. — GLOSS CLEARS — MATTE CLEARS —

SEMI-RIGIDS

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	SIZE	ADHESIVE	INK TYPE
205	3.0 mil / 75 mic - Gloss Clear Vinyl Clear Permanent Adhesive 90# / 145 gsm Layflat Liner	3 yr / -	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
206	3.0 mil / 75 mic - Gloss Clear Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	3 yr / 1 yr	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
219	6.0 mil / 150 mic - Gloss Clear Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / 1 yr	54" x 100' / 1.37 x 30.48M		
247	Print-N-Lam™ 3.0 mil / 75 mic - Gloss Clear UV Polymeric Vinyl Clear Permanent Adhesive 90# / 145 gsm Layflat Liner <i>Can also be used as a UV inhibited laminate.</i>	7 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
255	OptiMark™ 3.0 mil / 75 mic - Optically Clear Gloss Vinyl Optically Clear Solvent Removable Adhesive 2.0 mil / 50 mic Traction Backed Polyester Liner	3 yr / 1 yr	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
248	Print-N-Lam™ 3.0 mil / 75 mic - Matte Clear UV Polymeric Vinyl Clear Permanent Adhesive 90# / 145 gsm Layflat Liner <i>Can also be used as a UV inhibited laminate.</i>	7 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
287+	RoughMark™ Clear 3.0 mil / 75 mic - Matte Clear Conformable Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner <i>Optional Laminates: GF 242, 813, 831, 840 & 844</i>	5 yr / 6 mo	54" x 75' / 1.37 x 22.86M 54" x 150' / 1.37 x 45.72M		
218	WindowMark™ Blockout 8.0 mil / 200 mic - Gloss White Dual-Layer Blockout Vinyl Clear Removable Adhesive 90# / 145 gsm Layflat Liner	3 yr / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
219	6.0 mil / 150 mic - Gloss Clear Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / 1 yr	54" x 100' / 1.37 x 30.48M		
220	6.0 mil / 150 mic - Gloss White Semi-Rigid Vinyl Clear Permanent Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / -	30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
221	6.0 mil / 150 mic - Gloss White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / 1 yr	30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
222	6.0 mil / 150 mic - Matte White Semi-Rigid Vinyl Clear Permanent Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / -	30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
223	6.0 mil / 150 mic - Matte White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / 1 yr	30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
226+	WallMark® 6.0 mil / 150 mic - Matte White Semi-Rigid Vinyl Clear Microsphere Removable Adhesive 90# / 145 gsm Tight Release Layflat Liner	5 yr• / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
226HTR+•	WallMark® HTR 6.0 mil / 150 mic - Matte White Semi-Rigid Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr• / 1 yr	54" x 100' / 1.37 x 30.48M		

* Please note 300' size rolls come standard on 3" cores and may contain a splice. Consult printer manufacturer specifications for roll diameter and weight tolerances.

+ ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials).

• Indoor Durability of Material Under Normal Conditions.

NOTE: All durability statements are estimates based on unprinted media and deemed to be reliable; however, this information is given without a guarantee and does not constitute a written warranty. Please refer to the specific technical data sheets for further information at www.generalfomulations.com.

	SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	SIZE	ADHESIVE		INK TYPE
GENERAL	202	3.4 mil / 85 mic - Matte White Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr / 1 yr	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		  	
	204	3.0 mil / 75 mic - Gloss White Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr / 1 yr	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		  	
	206	3.0 mil / 75 mic - Gloss Clear Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	3 yr / 1 yr	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		  	
	218	WindowMark™ Blockout 8.0 mil / 200 mic - Gloss White Dual-Layer Blockout Vinyl Clear Removable Adhesive 90# / 145 gsm Layflat Liner	3 yr / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		  	
	219	6.0 mil / 150 mic - Gloss Clear Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / 1 yr	54" x 150' / 1.37 x 45.72M		  	
	221	6.0 mil / 150 mic - Gloss White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / 1 yr	30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		  	
	223	6.0 mil / 150 mic - Matte White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# / 145 gsm Tight Release Layflat Liner	3 yr / 1 yr	30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		  	
	255	OptiMark™ 3.0 mil / 75 mic - Optically Clear Gloss Vinyl Optically Clear Solvent Removable Adhesive 2.0 mil / 50 mic Traction Backed Polyester Liner	3 yr / 1 yr	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		  	
	232+	WindowMark™ 6.0 mil / 150 mic - Matte White Perforated 50/50 Film White Face/Black Back - Clear Removable Adhesive 84# / 127 gsm Layflat with Dual Liner Technology <i>Recommended Laminate: GF 242 Gloss Optically Clear Cast</i> <i>Outfront Media approved product</i>	2 yr / 1 yr	30" x 25' / 0.762 x 7.62M 54" x 25' / 1.37 x 7.62M 60" x 25' / 1.52 x 7.62M 30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		  	
	260+	WindowMark™ 6.0 mil / 150 mic - Matte White Perforated 60/40 Film White Face/Black Back - Clear Removable Adhesive 84# / 127 gsm Layflat with Dual Liner Technology <i>Recommended Laminate: GF 242 Gloss Optically Clear Cast</i> <i>Outfront Media approved product</i>	2 yr / 1 yr	54" x 25' / 1.37 x 7.62M 60" x 25' / 1.52 x 7.62M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		  	
PERFORATED	261	WindowMark™ 6.0 mil / 150 mic - Gloss Clear Perforated 60/40 Film Clear Face/Clear Back - Clear Removable Adhesive 84# / 127 gsm Layflat with Dual Liner Technology <i>Recommended Laminate: GF 242 Gloss Optically Clear Cast</i>	2 yr / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M	 White Ink Systems Only	  	
	270+	WindowMark™ 6.0 mil / 150 mic - Matte White Perforated 70/30 Film White Face/Black Back - Clear Removable Adhesive 84# / 127 gsm Layflat with Dual Liner Technology <i>Recommended Laminate: GF 242 Gloss Optically Clear Cast</i>	2 yr / 1 yr	54" x 25' / 1.37 x 7.62M 60" x 25' / 1.52 x 7.62M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		  	
	280+	WindowMark™ 6.0 mil / 150 mic - Matte White Perforated 80/20 Film White Face/Black Back - Clear Removable Adhesive 84# / 127 gsm Layflat with Dual Liner Technology <i>Recommended Laminate: GF 242 Gloss Optically Clear Cast</i>	2 yr / 1 yr	54" x 25' / 1.37 x 7.62M 60" x 25' / 1.52 x 7.62M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		  	
	290+	ChalkMark™ 5.0 mil / 125 mic - Matte Black Chalkboard Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner <i>UV Curable & HP Latex White Ink Only - Indoor/Outdoor</i>	3 yr / 1 yr	48" x 75' / 1.22 x 22.86M 60" x 75' / 1.52 x 22.86M 24" x 150' / 0.609 x 45.72M 48" x 150' / 1.22 x 45.72M 60" x 150' / 1.52 x 45.72M		 	
SPECIALTY	790AE	Print-N-Privacy™ 3.0 mil / 75 mic - Polymeric Etched Glass Vinyl (Light) Clear Solvent Permanent Adhesive 90# / 145 gsm Air Egress Liner <i>Dry Apply Only</i>	7 yr / -	54" x 75' / 1.37 x 22.86M 60" x 75' / 1.52 x 22.86M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		  	

* Please note 300' size rolls come standard on 3" cores and may contain a splice. Consult printer manufacturer specifications for roll diameter and weight tolerances.

+ ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials).

Window Films Continued on Page 7

	SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	SIZE	INK	
					ADHESIVE	TYPE
WINDOWS cont. — STATIC CLING	207**	7.0 mil / 175 mic - Clear Static Cling 90# / 145 gsm Layflat Liner	3 mo / -	27" x 75' / 0.685 x 22.86M 54" x 75' / 1.37 x 22.86M 60" x 75' / 1.52 x 22.86M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
	208**	7.0 mil / 175 mic - White Static Cling 90# / 145 gsm Layflat Liner 	3 mo / -	27" x 75' / 0.685 x 22.86M 54" x 75' / 1.37 x 22.86M 60" x 75' / 1.52 x 22.86M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
WALLS — INDOOR VINYL	226+	WallMark® 6.0 mil / 150 mic - Matte White Semi-Rigid Wall Vinyl Clear Microsphere Removable Adhesive 90# / 145 gsm Tight Release Liner	5 yr• / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
	226HTR+•	WallMark® HTR 6.0 mil / 150 mic - Matte White Semi-Rigid Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr• / 1 yr	54" x 100' / 1.37 x 30.48M		
	227 NEW	WallMark® Lite 3.4 mil / 85 mic - Matte White Flexible Wall Vinyl Clear Microsphere Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr• / 1 yr	54" x 150' / 1.37 x 45.72M		
	229+	WallMark® Canvas 6.0 mil / 150 mic - Matte White Embossed Canvas Wall Vinyl Clear Microsphere Removable Adhesive 90# / 145 gsm Tight Release Liner	5 yr• / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
	229HTR+•	WallMark® Canvas HTR 6.0 mil / 150 mic - Matte White Embossed Canvas Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr• / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
	262HTR+	WallMark® Sand HTR 6.0 mil / 150 mic - Matte White Sand Embossed Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr• / 1 yr	54" x 100' / 1.37 x 30.48M		
	290+	ChalkMark™ 5.0 mil / 125 mic - Matte Black Chalkboard Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner <i>UV Curable & HP Latex White Ink Only - Indoor/Outdoor</i>	5 yr• / 1 yr	48" x 75' / 1.22 x 22.86M 60" x 75' / 1.52 x 22.86M 24" x 150' / 0.609 x 45.72M 48" x 150' / 1.22 x 45.72M 60" x 150' / 1.52 x 45.72M		
— INDOOR FABRIC	234+	GraphiTex™ 7.0 mil / 175 mic - Matte White Polyester Wall Fabric Clear Repositionable Wall Adhesive 90# / 145 gsm Layflat Liner	10 yr• / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
	285+	RoughMark™ 3.5 mil / 87.5 mic - Matte White Opaque Conformable Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner <i>Optional Laminates: GF 242, 813, 831, 840 & 844</i>	5 yr / 6 mo	54" x 75' / 1.37 x 22.86M 60" x 75' / 1.52 x 22.86M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
— INDOOR / OUTDOOR	287+	RoughMark™ Clear 3.0 mil / 75 mic - Matte Clear Conformable Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner <i>Optional Laminates: GF 242, 813, 831, 840 & 844</i>	5 yr / 6 mo	54" x 75' / 1.37 x 22.86M 54" x 150' / 1.37 x 45.72M		
	885AE NEW	RoughMark™ Cast 2.0 mil / 50 mic - Gloss White Cast Vinyl Grey Solvent High-Tack Removable Adhesive 90# / 145 gsm Air Egress Layflat Liner <i>Recommended Laminates: GF 813, 831, 840 & 844</i>	7 yr / 6 mo	54" x 75' / 1.37 x 22.86M 54" x 150' / 1.37 x 45.72M		

* Please note 300' size rolls come standard on 3" cores and may contain a splice. Consult printer manufacturer specifications for roll diameter and weight tolerances.

** Not intended for Inside Mount Applications. Please see Technical Data Sheet at www.generalformulations.com for specific installation instructions.

+ ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials).

• Indoor Durability of Material Under Normal Conditions.

	SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	SIZE	INK	
					ADHESIVE	TYPE
FLOOR & COUNTER INDOOR	210•	Traffic Graffix® 3.4 mil / 85 mic - Matte White "Floor Advertising" Vinyl Clear Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr / 6 mo	54" x 150' / 1.37 x 45.72M		
	212•	Traffic Graffix® 3.4 mil / 85 mic - Matte White "Carpet Advertising" Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr / 6 mo	54" x 150' / 1.37 x 45.72M		
	109	Traffic Graffix® 5.0 mil / 125 mic - Scratch Resistant Textured Matte Vinyl Floor Laminate Clear Solvent Permanent Adhesive 1.5 mil / 40 mic Clear Polyester Liner <i>Slip Resistance Ratings - Test Methods: UL 410 - Slip Resistant / AS HB198:2014 (AS/NZS 4586) - Dry PTV: 65 Wet PTV: 29 / ANSI A137.1/A326.3 - Dry DCOF: 0.96 Wet DCOF 0.28 / DIN 51130 - R9</i>	- / -	38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M 54" x 300' / 1.37 x 91.44M*		
	211	Traffic Graffix® 6.0 mil / 150 mic - Gloss Clear Light Embossed Floor Laminate Clear Permanent Adhesive 53# / 80 gsm Liner <i>Slip Resistance Ratings - Test Methods: UL 410 - Slip Resistant / AS HB198:2014 (AS/NZS 4586) - Dry PTV: 81 Wet PTV: 20 / ANSI A137.1/A326.3 - Dry DCOF: 0.94 Wet DCOF 0.29</i>	- / -	54" x 150' / 1.37 x 45.72M		
	213	Traffic Graffix® 3.75 mil / 90 mic - Embossed Clear Polypropylene Floor Laminate Clear Permanent Adhesive 53# / 80 gsm Liner <i>Indirect Food Contact Solution - The film and adhesive complies with the following citations in 21CFR 174 thru 182 and 21CFR 175.105 respectively Slip Resistance Ratings - Test Methods: UL 410 - Slip Resistant / AS HB198:2014 (AS/NZS 4586) - Dry PTV: 66 Wet PTV: 30 / ANSI A137.1/A326.3 - Dry DCOF: 0.94 Wet DCOF 0.29 / DIN 51130 - R9</i>	- / -	54" x 150' / 1.37 x 45.72M		
	217	Traffic Graffix® 3.0 mil / 75 mic - Gloss Clear Vinyl Floor Laminate Clear Permanent Adhesive 53# / 80 gsm Liner <i>Slip Resistance Ratings - Test Methods: UL 410 - Slip Resistant / AS HB198:2014 (AS/NZS 4586) - Dry PTV: 79 Wet PTV: 18 / ANSI A137.1/A326.3 - Dry DCOF: 0.96 Wet DCOF 0.24</i>	- / -	54" x 150' / 1.37 x 45.72M		
TRANSLUCENTS	224	TransMark™ 3.2 mil / 80 mic - Matte White Translucent Vinyl Clear Solvent Permanent Adhesive 90# / 145 gsm Layflat Liner	5 yr / -	30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
	228	TransMark™ 6.0 mil / 150 mic - Matte White Translucent Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner <i>Curb Taxi Media approved product</i>	3 yr / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
WRAPS CAST CARBON FIBER	230+	AutoMark™ 2.4 mil / 60 mic - Gloss White Conformable Wrap Vinyl Grey Solvent, Repositionable, Long-Term Removable Adhesive 90# / 145 gsm Air Egress Layflat Liner <i>Recommended Laminate: GF 231, 240, 242, 813, 831, 840 & 844</i>	7 yr / 2 yr	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
	333	AutoMark™ DRIFT® PW 3.0 mil / 75 mic - Gloss White Polymeric Wrap Vinyl Grey Solvent Slidable, Repositionable, Long-Term Removable Adhesive 105# / 170 gsm Air Egress Layflat Liner <i>Recommended Laminate (Partial Wraps): GF 231, 240, 242, 813, 831, 840 & 844 Recommended Laminate (Flat/General Signage): GF 247 & 248</i>	7 yr / 2 yr	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
	830+ NEW	AutoMark™ Cast with DRIFT® Technology 2.0 mil / 50 mic - Gloss White Cast Wrap Vinyl with DRIFT® Technology Grey Solvent Slidable, Repositionable, Long-Term Removable Adhesive 106# / 160 gsm Air Egress Layflat Liner <i>Recommended Laminate: GF 242, 813, 831, 840 & 844</i>	8 yr / 4 yr	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
	780	DragonWrap™ 5.6 mil / 140 mic - Polymeric Black Carbon Fiber Clear Solvent Repositionable Permanent Adhesive 90# / 145 gsm Air Egress Layflat Liner <i>UV Curable & HP Latex White Ink Only - Indoor/Outdoor</i>	5 yr / 2 yr	30" x 150' / 0.762 x 45.72M 60" x 150' / 1.52 x 45.72M		

* Please note 300' size rolls come standard on 3" cores and may contain a splice. Consult printer manufacturer specifications for roll diameter and weight tolerances.
+ ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials).
• Indoor Durability of Material Under Normal Conditions.

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	SIZE	ADHESIVE	INK TYPE
765	Rainbow Holographic 6.0 mil / 150 mic - Rainbow Holographic Film Clear Permanent Adhesive 90# / 145 gsm Layflat Liner	1 yr / -	30" x 75' / 0.762 x 22.86M 30" x 150' / 0.762 x 45.72M 60" x 75' / 1.52 x 22.86M 60" x 150' / 1.52 x 45.72M		
767 NEW	Sparkle Holographic 6.0 mil / 150 mic - Sparkle Holographic Film Clear Permanent Adhesive 90# / 145 gsm Layflat Liner	1 yr / -	30" x 75' / 0.762 x 22.86M 30" x 150' / 0.762 x 45.72M 54" x 75' / 1.37 x 22.86M 54" x 150' / 1.37 x 45.72M 60" x 75' / 1.52 x 22.86M 60" x 150' / 1.52 x 45.72M		
209+	MetroMark® 3.5 mil / 87.5 mic - Matte White Opaque Transit Vinyl Clear Removable Adhesive 90# / 145 gsm Printed Logo Layflat Liner <i>Lamar, Outfront Media, JCDecaux & Vector approved product</i>	5 yr / 1 yr	54" x 150' / 1.37 x 45.72M 62" x 150' / 1.57 x 45.72M 64" x 150' / 1.62 x 45.72M		
209AE+ NEW	MetroMark® 3.5 mil / 87.5 mic - Matte White Opaque Transit Vinyl Clear Removable Adhesive 90# / 145 gsm Air Egress Layflat Liner <i>Lamar, Outfront Media, JCDecaux, Vector & Pattison approved product</i>	5 yr / 1 yr	54" x 150' / 1.37 x 45.72M 62" x 150' / 1.57 x 45.72M 54" x 300' / 1.37 x 91.44M* 62" x 300' / 1.57 x 91.44M*		
228	TransMark™ 6.0 mil / 150 mic - Matte White Translucent Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner <i>Curb Taxi Media approved product</i>	3 yr / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
232+	WindowMark™ 6.0 mil / 150 mic - Matte White Perforated 50/50 Film White Face/Black Back - Clear Removable Adhesive 84# / 127 gsm Layflat with Dual Liner Technology <i>Recommended Laminate: GF 242 Gloss Optically Clear Cast</i> <i>Outfront Media approved product</i>	2 yr / 1 yr	30" x 25' / 0.762 x 7.62M 54" x 25' / 1.37 x 7.62M 60" x 25' / 1.52 x 7.62M 30" x 100' / 0.762 x 30.48M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
260+	WindowMark™ 6.0 mil / 150 mic - Matte White Perforated 60/40 Film White Face/Black Back - Clear Removable Adhesive 84# / 127 gsm Layflat with Dual Liner Technology <i>Recommended Laminate: GF 242 Gloss Optically Clear Cast</i> <i>Outfront Media approved product</i>	2 yr / 1 yr	54" x 25' / 1.37 x 7.62M 60" x 25' / 1.52 x 7.62M 54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
275+	SubMark™ 3.5 mil / 87.5 mic - Matte White Opaque Transit Vinyl Clear Solvent High-Tack Permanent Adhesive 90# / 145 gsm Printed Logo Layflat Liner <i>Outfront Media approved product</i>	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 62" x 150' / 1.57 x 45.72M		
285+	RoughMark™ 3.5 mil / 87.5 mic - Matte White Opaque Conformable Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner <i>Optional Laminates: GF 242, 813, 831, 840 & 844</i> <i>Outfront Media approved product</i>	5 yr / 1 yr	54" x 75' / 1.37 x 22.86M 60" x 75' / 1.52 x 22.86M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
333	AutoMark™ DRIFT® PW 3.0 mil / 75 mic - Gloss White Polymeric Wrap Vinyl Grey Solvent Slidable, Repositionable, Long-Term Removable Adhesive 105# / 170 gsm Air Egress Layflat Liner <i>Recommended Laminate (Partial Wraps): GF 231, 240, 242, 813, 831, 840 & 844</i> <i>Recommended Laminate (Flat/General Signage): GF 247 & 248</i>	7 yr / 2 yr	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
885AE NEW	RoughMark™ Cast 2.0 mil / 50 mic - Gloss White Cast Vinyl Grey Solvent High-Tack Removable Adhesive 90# / 145 gsm Air Egress Layflat Liner <i>Recommended Laminates: GF 813, 831, 840 & 844</i>	7 yr / 6 mo	54" x 75' / 1.37 x 22.86M 54" x 150' / 1.37 x 45.72M		

* Please note 300' size rolls come standard on 3" cores and may contain a splice. Consult printer manufacturer specifications for roll diameter and weight tolerances.

+ ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials).

	SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	SIZE	INK	
					ADHESIVE	TYPE
PERMANENT	201HTAP	3.4 mil / 85 mic - Matte White Vinyl Clear High-Tack Permanent Adhesive 90# / 145 gsm Layflat Liner	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
	201HTAPAE	3.4 mil / 85 mic - Matte White Vinyl Clear High-Tack Permanent Adhesive 90# / 145 gsm Air Egress Layflat Liner	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
	203HTAP	3.0 mil / 75 mic - Gloss White Vinyl Clear High-Tack Permanent Adhesive 90# / 145 gsm Layflat Liner	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
	203HTAPAE	3.0 mil / 75 mic - Gloss White Vinyl Clear High-Tack Permanent Adhesive 90# / 145 gsm Air Egress Layflat Liner	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
	235+	MotoMark® GRIP 4.0 mil / 100 mic - Matte White Vinyl Clear Solvent High Bond Low Surface Energy Permanent Adhesive 90# / 145 gsm Layflat Liner <i>Recommended Laminate: GF 238</i>	5 yr / -	24" x 150' / 0.609 x 45.72M 30" x 150' / 0.762 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
	275+	SubMark™ 3.5 mil / 87.5 mic - Matte White Opaque Transit Vinyl Clear Solvent High-Tack Permanent Adhesive 90# / 145 gsm Layflat Printed Logo Liner <i>Outfront Media approved product</i>	5 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 62" x 150' / 1.57 x 45.72M		
	212**	Traffic Graphic® 3.4 mil / 85 mic - Matte White "Carpet Advertising" Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	5 yr / 6 mo	54" x 150' / 1.37 x 45.72M		
	226HTR+	WallMark® HTR 6.0 mil / 150 mic - Matte White Semi-Rigid Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	*5 yr • / 1 yr	54" x 100' / 1.37 x 30.48M		
	228	TransMark™ 6.0 mil / 150 mic - Matte White Translucent Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner <i>Curb Taxi Media approved product</i>	3 yr / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
	229HTR+	WallMark® Canvas HTR 6.0 mil / 150 mic - Matte White Embossed Canvas Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	*5 yr • / 1 yr	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M		
REMOVABLE	262HTR+	WallMark® Sand HTR 6.0 mil / 150 mic - Matte White Sand Embossed Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner	*5 yr • / 1 yr	54" x 100' / 1.37 x 30.48M		
	285+	RoughMark™ 3.5 mil / 87.5 mic - Matte White Opaque Conformable Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner <i>Optional Laminates: GF 242, 813, 831, 840 & 844</i>	*5 yr / 6 mo	54" x 75' / 1.37 x 22.86M 60" x 75' / 1.52 x 22.86M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
	287+	RoughMark™ Clear 3.0 mil / 75 mic - Matte Clear Polymeric Conformable Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# / 145 gsm Layflat Liner <i>Optional Laminates: GF 242, 813, 831, 840 & 844</i>	5 yr / 6 mo	54" x 75' / 1.37 x 22.86M 54" x 150' / 1.37 x 45.72M		
	885AE NEW	RoughMark™ Cast 2.0 mil / 50 mic - Gloss White Cast Vinyl Grey Solvent High-Tack Removable Adhesive 90# / 145 gsm Air Egress Layflat Liner <i>Recommended Laminates: GF 813, 831, 840 & 844</i>	7 yr / 6 mo	54" x 75' / 1.37 x 22.86M 54" x 150' / 1.37 x 45.72M		

* Please note 300' size rolls come standard on 3" cores and may contain a splice. Consult printer manufacturer specifications for roll diameter and weight tolerances.

** Durability and Removability specifications are contingent upon using Traffic Graphic® matched component system.

+ ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials).

• Indoor Durability of Material Under Normal Conditions.

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	SIZE	ADHESIVE	INK TYPE
100	3.0 mil / 75 mic - Gloss Clear Vinyl Laminate Clear Permanent Adhesive 53# / 80 gsm Liner	4 yr / -	38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
101	3.0 mil / 75 mic - Lustre Clear Vinyl Laminate Clear Permanent Adhesive 53# / 80 gsm Liner <i>Curb Taxi Media & Verifone Media approved product</i>	4 yr / -	30" x 150' / 0.762 x 45.72M 38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
102	3.0 mil / 75 mic - Matte Clear Vinyl Laminate Clear Permanent Adhesive 53# / 80 gsm Liner	4 yr / -	30" x 150' / 0.762 x 45.72M 38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
160 NEW	Economy Laminate Solution 3.0 mil / 75 mic - Gloss Clear Vinyl Laminate Clear Permanent Adhesive 75# / 105 gsm Liner	3 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
162 NEW	Economy Laminate Solution 3.0 mil / 75 mic - Matte Clear Vinyl Laminate Clear Permanent Adhesive 75# / 105 gsm Liner	3 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
231+	AutoMark™ 2.4 mil / 60 mic - Gloss Clear UV Wrap Laminate Clear Solvent Permanent Adhesive 53# / 80 gsm Liner	7 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
238+	MotoMark® ARMOR 12 mil / 300 mic - Gloss Clear UV Laminate Clear Solvent Permanent Adhesive 53# / 80 gsm Liner	5 yr / -	24" x 75' / 0.609 x 22.86M 30" x 75' / 0.762 x 22.86M 54" x 75' / 1.37 x 22.86M 60" x 75' / 1.52 x 22.86M		
240+	AutoMark™ 2.4 mil / 60 mic - Matte Clear UV Wrap Laminate Clear Solvent Permanent Adhesive 53# / 80 gsm Liner	7 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
242	OptiMark™ Cast 2.0 mil / 50 mic - Optically Clear UV Gloss Cast Laminate Optically Clear Solvent Permanent Adhesive 2.0 mil / 50 mic Smooth Frosted Polyester Liner <i>Outfront Media approved product</i>	7 yr / -	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		NEW
247	Print-N-Lam™ 3.0 mil / 75 mic - Gloss Clear UV Polymeric Vinyl Laminate Clear Permanent Adhesive 90# / 145 gsm Layflat Liner	7 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
248	Print-N-Lam™ 3.0 mil / 75 mic - Matte Clear UV Polymeric Vinyl Laminate Clear Permanent Adhesive 90# / 145 gsm Layflat Liner	7 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
400	3.0 mil / 75 mic - Gloss UV Clear Vinyl Laminate Clear Permanent Adhesive 53# / 80 gsm Liner	5 yr / -	30" x 150' / 0.762 x 45.72M 38" x 150' / 0.965 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
401	3.0 mil / 75 mic - Lustre UV Clear Vinyl Laminate Clear Permanent Adhesive 53# / 80 gsm Liner	5 yr / -	30" x 150' / 0.762 x 45.72M 38" x 150' / 0.965 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		
402	3.0 mil / 75 mic - Matte UV Clear Vinyl Laminate Clear Permanent Adhesive 53# / 80 gsm Liner	5 yr / -	30" x 150' / 0.762 x 45.72M 38" x 150' / 0.965 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M 54" x 300' / 1.37 x 91.44M* 60" x 300' / 1.52 x 91.44M*		

* Please note 300' size rolls come standard on 3" cores and may contain a splice. Consult printer manufacturer specifications for roll diameter and weight tolerances.

+ ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials).

Laminates Continued on Page 12

	SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	SIZE	ADHESIVE	INK TYPE
GENERAL	813+ NEW	AutoMark™ Cast 1.3 mil / 33 mic - High Gloss Clear UV Cast Wrap Laminate Clear Solvent Permanent Adhesive 74# / 120 gsm Liner	4 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
	831+ NEW	AutoMark™ Cast 2.0 mil / 50 mic - Gloss Clear UV Cast Wrap Laminate Clear Solvent Permanent Adhesive 74# / 120 gsm Liner	8 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
	840+ NEW	AutoMark™ Cast 2.0 mil / 50 mic - Matte Clear UV Cast Wrap Laminate Clear Solvent Permanent Adhesive 74# / 120 gsm Liner	8 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
	844+ NEW	AutoMark™ Cast 2.0 mil / 50 mic - Ulti-Matte Clear UV Cast Wrap Laminate Clear Solvent Permanent Adhesive 74# / 120 gsm Liner	8 yr / -	54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		
LAMINATES cont. DRY ERASE	110	EraseMark™ Pro 2.0 mil / 50 mic - Commercial Grade Dry Erase Gloss Clear Polyester Laminate High Performance Engineered Surface Clear Solvent Permanent Adhesive 53# / 80 gsm Liner <i>Indoor Only</i>	5 yr / -	54" x 150' / 1.37 x 45.72M		
	111	EraseMark™ 2.0 mil / 50 mic - Dry Erase Gloss Clear Polypropylene Laminate Clear Permanent Adhesive 53# / 80 gsm Liner <i>Indoor Only</i>	6 mo ■ / -	38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M 54" x 300' / 1.37 x 91.44M*		
	103	5.0 mil / 125 mic - Clear Textured Matte Polycarbonate Laminate - / - Clear Solvent Permanent Adhesive 1.5 mil / 40 mic Clear Polyester Liner	- / -	38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M		
	109**	Traffic Graphic® 5.0 mil / 125 mic - Scratch Resistant Textured Matte Vinyl Floor Laminate Clear Solvent Permanent Adhesive 1.5 mil / 40 mic Clear Polyester Liner <i>Slip Resistance Ratings - Test Methods: UL 410 - Slip Resistant / AS HB198:2014 (AS/NZS 4586) - Dry PTV: 65 Wet PTV: 29 / ANSI A137.1/A326.3 - Dry DCOF: 0.96 Wet DCOF 0.28 / DIN 51130 - R9</i>	- / -	38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M 54" x 300' / 1.37 x 91.44M*		
	211**	Traffic Graphic® 6.0 mil / 150 mic - Gloss Clear Light Embossed Floor Laminate Clear Permanent Adhesive 53# / 80 gsm Liner <i>Slip Resistance Ratings - Test Methods: UL 410 - Slip Resistant / AS HB198:2014 (AS/NZS 4586) - Dry PTV: 81 Wet PTV: 20 / ANSI A137.1/A326.3 - Dry DCOF: 0.94 Wet DCOF 0.29</i>	- / -	54" x 150' / 1.37 x 45.72M		
	213**	Traffic Graphic® 3.75 mil / 90 mic - Embossed Clear Polypropylene Floor Laminate Clear Permanent Adhesive 53# / 80 gsm Liner <i>Indirect Food Contact Solution - The film and adhesive complies with the following citations in 21CFR 174 thru 182 and 21CFR 175.105 respectively</i> <i>Slip Resistance Ratings - Test Methods: UL 410 - Slip Resistant / AS HB198:2014 (AS/NZS 4586) - Dry PTV: 66 Wet PTV: 30 / ANSI A137.1/A326.3 - Dry DCOF: 0.94 Wet DCOF 0.29 / DIN 51130 - R9</i>	- / -	54" x 150' / 1.37 x 45.72M		
FLOOR / COUNTER (indoor)	217**	Traffic Graphic® 3.0 mil / 75 mic - Gloss Clear Vinyl Floor Laminate Clear Permanent Adhesive 53# / 80 gsm Liner <i>Slip Resistance Ratings - Test Methods: UL 410 - Slip Resistant / AS HB198:2014 (AS/NZS 4586) - Dry PTV: 79 Wet PTV: 18 / ANSI A137.1/A326.3 - Dry DCOF: 0.96 Wet DCOF 0.24</i>	- / -	54" x 150' / 1.37 x 45.72M		
	108+	Tedlar® by DuPont™ 1.0 mil / 25 mic - Satin Clear Tedlar® Anti-Graffiti Laminate Clear Solvent Permanent Adhesive 53# / 80 gsm Liner	10 yr / -	54" x 150' / 1.37 x 45.72M		
	105	2.0 mil / 50 mic - High Gloss Optically Clear Polyester Laminate Optically Clear Solvent Permanent Adhesive 1.5 mil / 40 mic Clear Polyester Liner	2 yr / -	31" x 150' / 0.787 x 45.72M 38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M 61" x 150' / 1.54 x 45.72M		
	242	OptiMark™ Cast 2.0 mil / 50 mic - Optically Clear UV Gloss Cast Laminate Optically Clear Solvent Permanent Adhesive 2.0 mil / 50 mic Smooth Frosted Polyester Liner <i>Outfront Media approved product</i>	7 yr / -	54" x 100' / 1.37 x 30.48M 60" x 100' / 1.52 x 30.48M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M		NEW NEW
SPECIALTY LAMINATES						
OPTICALLY CLEAR						

* Please note 300' size rolls come standard on 3" cores and may contain a splice. Consult printer manufacturer specifications for roll diameter and weight tolerances.

** Durability and Removability specifications are contingent upon using Traffic Graphic® matched component system.

■ Please review product data bulletin for recommended applications. Intended for short-term / indoor use only (3-6 months, not a commercial use product).

+ ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials).

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	SIZE	ADHESIVE	INK TYPE
106	1.0 mil / 25 mic - Optically Clear Polyester Mounting Film Optically Clear Solvent Permanent Adhesive - Both Sides 1.5 mil / 40 mic Clear Polyester Liner - Both Sides	1 yr / -	31" x 150' / 0.787 x 45.72M 38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M	 	
107	1.5 mil / 27.5 mic - White Opaque Print Mounting Film White Opaque Polypropylene High-Tack Clear Permanent Adhesive - Both Sides 76# / 114 gsm Liner (Self-Wound) <i>Indoor only</i>	1 yr / -	31" x 150' / 0.787 x 45.72M 38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M 60" x 150' / 1.52 x 45.72M	 	
112	1.0 mil / 25 mic - Clear Polyester Print Mounting Film High-Tack Clear Permanent Adhesive - Both Sides 76# / 114 gsm Liner (Self-Wound) <i>Indoor only</i>	1 yr / -	38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M	 	
113**	1.0 mil / 25 mic - Clear Polyester Perm/Removable Print Mounting Film High-Tack Clear Permanent Adhesive 1-Side Low-Tack Clear Removable Adhesive 1-Side Clear 1.2 mil / 32 mic Polyester Liner Printed (Self-Wound)	6 mo / 6 mo	38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M	 	
114	1.0 mil / 25 mic - Clear Polyester Perm/Removable Print Mounting Film High-Tack Clear Permanent Adhesive 1-Side Low-Tack Clear Removable Adhesive 1-Side 76# / 114 gsm Liner (Self-Wound)	6 mo / 6 mo	38" x 150' / 0.965 x 45.72M 51" x 150' / 1.29 x 45.72M 54" x 150' / 1.37 x 45.72M 54" x 300' / 1.37 x 91.44M*	 	
116**	1.0 mil / 25 mic - Clear Polyester Removable "Air-Egress" Print Mounting Film High-Tack Clear Permanent Adhesive 1-Side / 1.5 mil / 40 mic PET Clear Liner High-Tack Clear Solvent Removable Adhesive 1-Side / 4.5 mil / 115 mic Clear Air Egress Printed PET Liner	1 yr / 6 mo	54" x 150' / 1.37 x 45.72M 54" x 300' / 1.37 x 91.44M*	 	
118**	1.0 mil / 25 mic - Clear Polyester Removable Print Mounting Film High-Tack Clear Permanent Adhesive 1-Side / 1.5 mil / 40 mic PET Clear Liner Low-Tack Clear Removable Adhesive 1-Side / 1.2 mil / 32 mic Printed PET Clear Liner	6 mo / 6 mo	54" x 150' / 1.37 x 45.72M 54" x 300' / 1.37 x 91.44M*	 	

General Formulations® (GF) is a global manufacturer of pressure-sensitive print media headquartered in the USA, since 1953. GF offers a cross-platform portfolio of print and cut film and laminate solutions, including rolls for wide-format printers and sheets for narrow-format digital printers and offset printing technologies. These products are designed for a variety of applications, including windows, walls, floors, point-of-purchase, outdoor signage, vehicle, fleet, and transit applications, and more.

At GF, our goal is to provide products and services that exceed the customers' expectations, and we take great pride in our experienced technical research & development and exceptional customer service.

Our corporate headquarters in Sparta, Michigan has 400,000 square feet of manufacturing and converting space. Equipped with advanced solvent and water-based coating lines, along with one of the industry's largest converting operations, our facility is designed for efficiency and excellence. With climate-controlled manufacturing, warehousing, and converting areas, we ensure our products are consistently produced and stored in a carefully regulated environment.

GF strives to reduce our carbon footprint by minimizing waste, reusing packaging materials, and recycling scrap. We are committed to operational excellence, continuous improvement and expanding our capacities to ensure sustainable long-term growth. This consistency provides our customers with dependable solutions and quality products.

Partnering with you and your business is our focus.

Quality that Sticks. Solutions that Last. Service you Trust.



GENERAL FORMULATIONS
APPLICATION CHART

SERIES	General Signage, Displays, P.O.P.	Vehicle Wraps	Fleet & Vehicle Graphics	Clear (Transparent)	Low Surface Energy	Translucent	Semi-Rigid	Transit (Outdoor Advertising Media)	Windows (Removable "R" - Permanent "P")	Walls (Smooth Dry Wall-Removable)	Walls (Moderately Textured Surfaces / Brick & Block) Removable	Floors (Tile & smooth sealed cement)	Carpet (Short loop commercial)	Outdoor	Indoor
201	●												●	●	
201HTAP	●			●									●	●	
201HTAPAE	●			●									●	●	
201OP	●												●	●	
201OPAE	●												●	●	
202	●							●R					●	●	
203	●												●	●	
203HTAP	●			●									●	●	
203HTAPAE	●			●									●	●	
203OP	●												●	●	
203OPAE	●												●	●	
204	●							●R					●	●	
205	●		●										●	●	
206	●		●					●R					●	●	
207	●		●					●R					●	●	
208	●							●R					●	●	
209	●	●					●	●R	●				●	●	
209AE	●	●					●	●R	●				●	●	
210	●									●				●	
212	●										●			●	
214	●											●		●	
216	●												●	●	
218	●					●		●R					●	●	
219	●		●			●		●R					●	●	
220	●					●							●	●	
221	●					●		●R					●	●	
222	●					●							●	●	
223	●					●		●R					●	●	
224					●			●P					●	●	
226	●					●		●R	●					●	
226HTR	●			●		●		●R	●				●	●	
227	●							●R	●					●	
228					●		●	●R					●	●	
229	●					●			●					●	
229HTR	●			●		●		●R	●				●	●	

Please see Technical Data Sheets at www.generalformulations.com for complete information.

GENERAL FORMULATIONS
APPLICATION CHART

SERIES	General Signage, Displays, P.O.P.	Vehicle Wraps	Fleet & Vehicle Graphics	Clear (Transparent)	Low Surface Energy	Translucent	Semi-Rigid	Transit (Outdoor Advertising Media)	Windows (Removable "R" - Permanent "P")	Walls (Smooth Dry Wall-Removable)	Floors (Moderately Textured Surfaces / Brick & Block) Removable	Carpet (Short loop commercial)	Outdoor	Indoor
230	●	●	●										●	●
232	●	●	●				●	● ^R					●	●
234	●								●					●
235	●			●									●	●
246	●		●										●	●
247	●			●									●	●
248	●			●									●	●
255	●			●				● ^R					●	●
260	●						●	● ^R					●	●
261	●							● ^R					●	●
262HTR	●			●		●		● ^R	●				●	●
270	●							● ^R					●	●
275	●			●			●						●	●
280	●							● ^R					●	●
285				●			●		●	●			●	●
287			●	●					●	●			●	●
290	●			●				● ^R	●				●	●
333	●	●	●				●						●	●
364	●												●	●
364OP	●												●	●
364OPAE	●												●	●
365	●												●	●
365OP	●												●	●
365OPAE	●												●	●
765	●					●		● ^P					●	●
767	●					●		● ^P					●	●
780	●	●	●										●	●
790AE								● ^P					●	●
830	●	●	●				●	● ^R					●	●
885AE				●			●		●	●			●	●

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