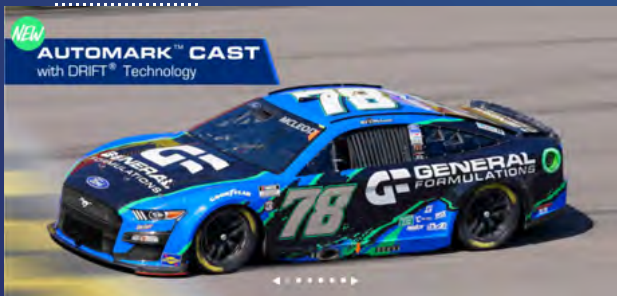


S E L E C T I O N G U I D E

DIGITAL PRINT MEDIA

OVERLAMINATES

MOUNTING FILMS



AutoMark



ROUGH MARK
MODERATELY TEXTURED SURFACE



TRAFFIC GRAFFIC



TransMark



MetroMark



WallMark



MOTO MARK



Window perf



Glass Etch Vinyl

Graphic Commerce Ltd.

1675 Sismet Road, Units 4 & 5, Mississauga, L4W 4K8

phone (905)624-3124 toll free 1-800-543-2796

email - info@graphiccommerce.com

prices subject to change



General
FORMULATIONS

The chart below explains the symbol legends shown on each of the films in this catalogue.

It lists the type of adhesive in each film and types of printing methods usable with each film.

See the back cover of this catalogue for the various sign applications recommended for each film product in the catalogue.



Adhesive Type



Adhesive Color

G = Grey **C** = Clear



Air Egress Liner

INK COMPATIBILITY LEGEND



Solvent / Eco-Solvent



Latex



UV Curable

ADHESIVE LEGEND

-  Permanent Adhesive / Clear
-  Permanent Adhesive / Grey
-  Permanent Repositionable Adhesive / Grey
-  Repositionable Removable Adhesive / Clear
-  Permanent Opaque Adhesive / Grey
-  Repositionable Removable Adhesive / Grey
-  Permanent Adhesive / Clear
-  Slidable Repositionable Removable Adhesive / Grey

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



Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers

MATTE WHITES

MATTE WHITES

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ROLL PRICE	per sq. ft.	ADHESIVE / INK TYPE
201	3.4 mil - Matte White Vinyl Clear Permanent Adhesive 90# Layflat Liner	5 yr / -	201-54 201-60	54"x150' 60"x150'	349.00 396.00	.51 .53	
201-HTAP	3.4 mil - Matte White Vinyl Clear High-Tack Permanent Adhesive 90# Layflat Liner	5 yr / -	201-HTAP-54 201-HTAP-60	54"x150' 60"x150'	404.00 449.00	.59 .68	
201-HTAPAE	3.4 mil - Matte White Vinyl Clear High-Tack Permanent Adhesive 90# Air Egress Layflat Liner	5 yr / -	201-HTAPAE-54	54"x150'	457.00	.68	
201-OAP	3.4 mil - Matte White Opaque Vinyl Grey Permanent Adhesive 90# Layflat Liner	5 yr / -	201-OAP-54 201-OAP-60	54"x150' 60"x150'	357.00 399.00	.53 .53	
201OPAE NEW	3.4 mil - Matte White Opaque Vinyl Grey Solvent Permanent Adhesive 90# Air Egress Layflat Liner	5 yr / -	201OPAE-54	54"x150'	453.00	.68	
202	3.4 mil - Matte White Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	5 yr / 1 yr	202-54 202-60	54"x150' 60"x150'	369.00 420.00	.55 .56	
214	3.2 mil - Matte White Promotional Vinyl Clear Permanent Adhesive 70# Layflat Liner	3 yr / -	214-54 214-60	54"x150' 60"x150'	295.00 326.00	.44 .42	
222	6.0 mil - Matte White Semi-Rigid Vinyl Clear Permanent Adhesive 90# Tight Release Liner	3 yr / -	222-54	54"x100'	333.00	.73	
223	6.0 mil - Matte White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	223-54 223-60	54"x100' 60"x100'	339.00 378.00	.76 .77	

GLOSS WHITES

GLOSS WHITES

203	3.0 mil - Gloss White Vinyl Clear Permanent Adhesive 90# Layflat Liner	5 yr / -	203-54 203-60	54"x150' 60"x150'	347.00 386.00	.52 .52	
203-OAP	3.0 mil - Gloss White Opaque Vinyl Grey Permanent Adhesive 90# Layflat Liner	5 yr / -	203-OAP-54	54"x150'	358.00	.53	
203OPAE NEW	3.0 mil - Gloss White Opaque Vinyl Grey Solvent Permanent Adhesive 90# Air Egress Layflat Liner	5 yr / -	203OPAE-54	54"x150'	453.00	.68	
204	3.0 mil - Gloss White Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	5 yr / 1 yr	204-54	54"x150'	362.00	.54	
216	3.2 mil - Gloss White Promotional Vinyl Clear Permanent Adhesive 70# Layflat Liner	3 yr / -	216-54 216-60	54"x150' 60"x150'	295.00 326.00	.44 .43	
218	WindowMark™ Blockout 8.0 mil - Gloss White Dual-Layer Blockout Vinyl Clear Removable Adhesive 90# Layflat Liner	3 yr / 1 yr	218-54	54"x100'	529.00	1.18	
220	6.0 mil - Gloss White Semi-Rigid Vinyl Clear Permanent Adhesive 90# Tight Release Liner	3 yr / -	220-54 220-60	54"x100' 60"x100'	350.00 388.00	.78 .65	
221	6.0 mil - Gloss White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	221-54 221-60	54"x100' 60"x100'	350.00 388.00	.78 .65	
203-HTAP NEW	3.0 mil - Gloss White Vinyl Clear High-Tack Permanent Adhesive 90# Layflat Liner	5 yr /	203HTAP-54	54"x150'	404.00	.59	
203-HTAPAE NEW	3.0 mil - Gloss White Vinyl Clear High-Tack Permanent Adhesive 90# Air Egress Layflat Liner	5 yr /	203HTAPAE-54	54"x150'	457.00	.68	
246	2.4 mil - Gloss White Premium Vinyl Grey Solvent Permanent Repositionable Adhesive 90# Layflat Liner	7 yr / 2 yr	246-54	54"x150'	675.00	.94	

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 product bulletins for further information at www.generalformulations.com.

251124



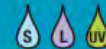
201 GENERAL DIGITAL VINYL MATTE WHITE PERMANENT ADHESIVE



3.4 MIL MATTE WHITE VINYL Clear Permanent Adhesive 90# Layflat Liner

- For General Signage, Decals, Point-of-Purchase, Exhibit, and Architectural Graphics (interior/exterior)
- Excellent Printability with Solvent, Eco-Solvent, UV Curable and Latex inks
- 5 Year Durability

www.generalformulations.com



GF12.2020



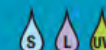
201 OAP GENERAL DIGITAL VINYL MATTE WHITE GREY PERMANENT ADHESIVE



3.4 MIL MATTE WHITE OPAQUE VINYL Grey Permanent Adhesive 90# Layflat Liner

- For General Signage, Decals, Point-of-Purchase, Exhibit, and Architectural Graphics (interior/exterior)
- Grey Adhesive for Added Opacity
- Excellent Printability with Solvent, Eco-Solvent, UV Curable and Latex inks
- 5 Year Durability

www.generalformulations.com



Digital Print Media for Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers

GLOSS CLEARS

GLOSS CLEARS

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ROLL PRICE	per sq. ft.	ADHESIVE / INK TYPE
205	3.0 mil - Gloss Clear Vinyl Clear Permanent Adhesive 90# Layflat Liner	3 yr / 1 yr	205-54 205-60	54"x150' 60"x150'	375.00 426.00	.55 .56	   
206	3.0 mil - Gloss Clear Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	3 yr / 1 yr	206-54 206-60	54"x150' 60"x150'	383.00 431.00	.56 .57	   
219	6.0 mil - Gloss Clear Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	219-54	54"x100'	349.00	.77	   
255	3.0 mil - Optically Clear Gloss Vinyl Optically Clear Solvent Removable Adhesive 2.0 mil Traction Backed Polyester Liner	3 yr / 1 yr	255-54	54"x150'	591.00	1.02	   
247 New Face Film Print-n-Lam	3.0 mil - Clear Gloss UV Polymeric Vinyl - 7 yr Clear Permanent Adhesive 90# Layflat Liner		247-54	54"x150'	458.00	.68	   

MATTE CLEAR

MATTE CLEARS

248 New Face Film Print-n-Lam	3.0 mil - Matte Clear UV Polymeric Vinyl - 7 yr Clear Permanent Adhesive 90# Layflat Liner		248-54	54"x150'	458.00	.68	   
287 ROUGHMark	RoughMark Clear 3.5 mil - Matte Clear Polymeric Conformable Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# Layflat Liner (If Laminate is desired, Concept 242 Gloss Laminate is recommended)	5 yr / 6 mo	287-5475 287-54	54"x75' 54"x150'	473.00 895.00	1.40 1.33	   

TRANSIT FILMS

TRANSIT

209 MetroMark	3.5 mil - Matte White Opaque Transit Vinyl 5 yr / 1 yr Clear Removable Adhesive 90# Layflat Printed Logo Liner		209-54 209-60	54"x150' 64"x150'	416.00 490.00	.60 .60	   
209AE	OUTFRONT media Approved 209AE-w/Air Engress liner		209-54AE	54"x150'	535.00	.79	
275 SubMark	3.5 mil - Matte White Opaque Transit Vinyl 5 yr / - Clear High-Tack Adhesive 90# Layflat Printed Logo Liner OUTFRONT media TITAN Approved		275-54	54"x150'	693.00	1.03	   
228 TransMark	6.0 mil - Matte White Translucent Vinyl 3 yr / 1 yr Clear Solvent Removable Adhesive 90# Layflat Liner VERIFONE MEDIA Taxi Top Approved		228-54	54"x100'	733.00	1.63	   
232 WindowMark	6.0 mil - Matte White Perforated 50/50 Film 2 yr / 1 yr White Face/Black Back - Clear Removable Adhesive 84# Layflat with Dual Liner Technology (242 Laminate Recommended) OUTFRONT media Approved		232-54	54"x100'	1053.00	2.34	   
			Part Roll Price - 54" Wide 1-9 yds. -42.10 yd. 10-33 yds.-36.75yd.				
277 MetroGrafix WindowMark	4.0 mil - Matte White Opaque Vinyl - 5 yr Clear Removable Solvent Adhesive 90# Layflat "MetroGrafix Logo" Liner For Bus and Train Applications.(Body Tall) Combines with GF101 Lustre Laminate		277-54	54"x150'	674.00	.99	   

TRANSLUCENTS

TRANSLUCENTS

224 TransMark	3.2 mil - Matte White Translucent Vinyl 5 yr / - Clear Solvent Permanent Adhesive 90# Layflat Liner		224-54	54"x150'	889.00	1.31	   
228 TransMark	6.0 mil - Matte White Translucent Vinyl 3 yr / 1 yr Clear Solvent Removable Adhesive 90# Layflat Liner VERIFONE MEDIA Taxi Top Approved		228-54	54"x100'	733.00	1.63	   



201 HTAP HIGH-TACK VINYL MATTE WHITE PERMANENT ADHESIVE



3.4 MIL MATTE WHITE CALENDERED VINYL

Clear High-Tack Permanent Adhesive
90# Layflat Liner

- For Interior or Exterior Signage, Point-of-Purchase Displays, Product I.D. Labels, Nameplates and Decals
- Superior Bond to MDO Board, Powder Coated Metals, ABS, Sintra Board, Coroplast, HDPE, Styrene, Polypropylene and Polyolefin
- Excellent Printability with Solvent, Eco-Solvent, UV Curable and Latex inks
- 5 Year Durability

www.generalformulations.com



287 WALL VINYL MATTE CLEAR REMOVABLE ADHESIVE



3.0 MIL MATTE CLEAR CONFORMABLE WALL VINYL

Clear High-Tack Removable Adhesive
90# Layflat Liner

- Thick HTR adhesive aggressively bonds yet provides clean removability for 6 months from most surfaces
- Matte Clear film provides a painted-on look
- Designed for moderately textured surfaces, this high opacity film conforms with heat to Brick, Cement, & Cinder Block Walls
- Safe for all spaces with its E84 Class A Fire rating and compliance with REACH, RoHS and Prop 65

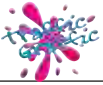
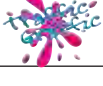
www.generalformulations.com



ROUGHMARK™ CLEAR

Digital Print Media for Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers

FLOOR & CARPET (indoor only)

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ROLL PRICE	per sq. ft.	ADHESIVE / INK TYPE
**210	 Traffic Graphic 3.4 mil - Matte White "Floor Advertising" Vinyl Clear Removable Adhesive 90# Layflat Liner	5 yr / 6 mo	210-54	54"x150'	427.00	.64	   
			210-60	60"x150'	485.00	.64	
**212	 Traffic Graphic 3.4 mil - Matte White "Carpet Advertising" Vinyl Clear High-Tack Removable Adhesive 90# Layflat Liner	5 yr / 6 mo	212-54	54"x150'	450.00	.66	   
*211	 Traffic Graphic 6.0 mil - Gloss Clear Laminate Clear Permanent Adhesive 53# Liner	- / -	211-54	54"x150'	617.00	.92	
			1 to 9 yds. 15.45 yd.	10yds.-140.00			
*109	 Traffic Graphic 5.0 mil - Scratch Resistant Textured PVC Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	- / -	109-38	38"x150'	611.00	1.29	
			1 to 9 yds. 15.30	10 yds.-140.00			
			109-54	54"x150'	678.00	1.01	
			1 to 9 yds. 16.95 yd.	10yds.-155.50			
*213	 Traffic Graphic 3.75 mil - Embossed Clear Polypropylene Laminate Clear Permanent Adhesive 53# 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>	- / -	213-54	54"x150'	426.00	.64	
*217	 Traffic Graphic 3.0 mil - Gloss Clear PVC Laminate Clear Permanent Adhesive 53# Liner		217-54	54"x150'	422.00	.63	
*  TRAFFIC GRAFFIC CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY UL410 **DURABILITY AND REMOVABILITY SPECIFICATIONS ARE CONTINGENT UPON USING TRAFFIC GRAFFIC MATCHED COMPONENT SYSTEM (CONCEPT BASE MEDIA & CONCEPT UL RATED LAMINATE)							

WALLS (indoor only)

226 & 226HTR	 WallMark 6.0 mil - Matte White Semi-Rigid Wall Vinyl Clear Low-Tack Microsphere Beaded Adhesive 90# Tight Release Liner 226 HTR has High Tack Removable Adhesive	5yr / 1 yr	226-54	54"x100'	453.00	1.01	   
			226-54HTR	54"x100'	484.00	1.08	
229 & 229HTR	 WallMark Canvas 6.0 mil - Matte White Embossed Canvas Wall Vinyl Clear Low-Tack Microsphere Beaded Adhesive 90# Tight Release Liner (ASTM E84 Class 1) 229HTR has High tack Removable Adhesive	5yr / 1 yr	229-54	54"x100'	564.00	1.26	   
			229-54HTR	54"x100'	652.00	1.46	
234	 GraphiTex 7.0 mil - Matte White Polyester Wall Fabric Clear Low-Tack Wall Adhesive 90# Layflat Liner	5 yr / 1 yr	234-54	54"x100'	774.00	1.72	   
253	 GraphiTex Opaque (99% opaque) 6.0 mil - Matte White Opaque Polyester Wall Fabric Clear Re-Positionable Wall Adhesive 90# Layflat Liner. Clean removable from most surfaces for 1 yr.	10yr/ 1 yr	253-54	54"x100'	845.00	1.88	   
290 NEW	 ChalkMark 5 mil - Black Chalkboard Vinyl Clear Solvent High-Tack Removable Adhesive 90# Layflat Liner * UV curable ink only	5 yr / 1 yr	290-4875	48"x75'	485.00	1.63	 
250	 WallFrog 4.0 mil - Matte White Polyester Wall Fabric Clear Low-Tack Wall Adhesive 90# Layflat Liner	5 yr / 1 yr	250-54	54"x100'	589.00	1.31	   
Part Roll Price - 54" Wide only 1-9 yds. -21.20 yd. 10 yds.-193.00 yd.							

WALLS (indoor/outdoor)

285 NEW	 RoughMark 3.5 mil - Matte White Polymeric Conformable Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# Layflat Liner (If Laminate is desired, Concept 242 Gloss Laminate is recommended)	5 yr / 6 mo	285-5475	54"x 75'	473.00	1.41	   
			285-54	54"x150'	895.00	1.33	
287 NEW	 RoughMark Clear 3.5 mil - Matte Clear Polymeric Conformable Wall Vinyl Clear Solvent High-Tack Removable Adhesive 90# Layflat Liner (If Laminate is desired, Concept 242 Gloss Laminate is recommended)	5 yr / 6 mo	287-5475	54"x75'	473.00	1.41	   
			287-54	54"x150'	895.00	1.33	

STEP INTO

MORE

PROFITS



5 MIL SCRATCH RESISTANT TEXTURED PVC LAMINATE

- Meets UL Slip Resistance Standards
- Clear Solvent Adhesive for Excellent Clarity
- Thick Construction Allows for Easy Installation
- Printed on GF 210 Floor Media and Laminated with GF 109


GF 109 IS CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY ACCORDING TO UL 410

Description:

GF 109 is a 5.0 mil scratch resistant clear laminate with a textured matte finish. This laminating film is an inexpensive and durable alternative to polycarbonate film. It has a permanent acrylic pressure sensitive adhesive formulated for exceptional clarity. Produced on a 1.5 mil polyester clear liner, the laminate has an extremely smooth adhesive coating. GF 109 can be paired with approved print films to create graphics for tile and carpet. GF 109 has been rated for slip resistance based on multiple testing methods.



GF 242 Gloss Optically Clear

Vinyl Laminate Film

GF GENERAL
FORMULATIONS
AUTHORIZED DISTRIBUTOR



Description:

GF 242 Optically Clear Cast Overlaminating Film is a pressure sensitive vinyl with an optically clear permanent solvent pressure sensitive adhesive on a smooth frosted polyester liner. This glossy flexible vinyl affords protection to graphics from ultra violet radiation, moisture and abrasion. GF 242 is recommended as an overlay on GF 232, GF 260, GF 261, GF 270, and GF 280 perforated window films. GF 242 also works well for many other applications where a high-gloss finish is required. Cold laminating techniques are recommended when applying this film.

Digital Print Media for Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers

Information Page- To Purchase any item click here to shop



WINDOWS

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ROLL PRICE	per sq. ft.	ADHESIVE / INK TYPE
202	3.4 mil - Matte White Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	5 yr / 1 yr	202-54 202-60	54"x150' 60"x150'	369.00 420.00	.55 .56	
204	3.0 mil - Gloss White Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	5 yr / 1 yr	204-54	54"x150'	362.00	.54	
206	3.0 mil - Gloss Clear Vinyl Clear Low-Tack Removable Adhesive 90# Layflat Liner	3 yr / 1 yr	206-54 206-60	54"x150' 60"x150'	383.00 431.00	.54 .57	
218	WindowMark™ Blockout 8.0 mil - Gloss White Dual-Layer Blockout Vinyl Clear Removable Adhesive 90# Layflat Liner	3 yr / 1 yr	218-54	54"x100'	529.00	1.18	
219	6.0 mil - Gloss Clear Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	219-54	54"x100'	349.00	.78	
221	6.0 mil - Gloss White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	221-54 221-60	54"x100' 60"x100'	350.00 388.00	.81 .65	
223	6.0 mil - Matte White Semi-Rigid Vinyl Clear Low-Tack Removable Adhesive 90# Tight Release Liner	3 yr / 1 yr	223-54 223-60	54"x100' 60"x100'	339.00 378.00	.76 .63	
255	3.0 mil - Optically Clear Gloss Vinyl Optically Clear Solvent Removable Adhesive 2.0 mil Traction Backed Polyester Liner	3 yr / 1 yr	255-54	54"x150'	591.00	.87	
228	TransMark 6.0 mil - Matte White Translucent Vinyl Clear Removable Adhesive 90# Layflat Liner VERIFONE MEDIA Taxi Top Approved	3 yr / 1 yr	228-54	54"x100'	733.00	1.63	

229 HTR WALL VINYL
MATTE WHITE
REMOVABLE ADHESIVE



Embossed Canvas Wall

262 HTR WALL VINYL
MATTE WHITE
REMOVABLE ADHESIVE



Sand Embossed Wall

263 HTR WALL VINYL
MATTE WHITE
REMOVABLE ADHESIVE



Stucco Embossed Wall

264 HTR WALL VINYL
MATTE WHITE
REMOVABLE ADHESIVE



Leather Embossed Wall

229HTR+ NEW **WallMark® Canvas HTR**
6.0 mil - Matte White Embossed Canvas Wall Vinyl
Clear Solvent High-Tack Removable Adhesive 90#
Layflat Liner

5 yr• / 1 yr

229HTR 54"x100' 652.00

1.45sq.ft.



262HTR+ NEW **WallMark® Sand HTR**
6.0 mil - Matte White Sand Embossed Wall Vinyl
Clear Solvent High-Tack Removable Adhesive
90# Layflat Liner

5 yr• / 1 yr

262HTR 54"x100' 652.00

1.45 sq.ft.



263HTR+ NEW **WallMark® Stucco HTR**
6.0 mil - Matte White Stucco Embossed Wall Vinyl
Clear Solvent High-Tack Removable Adhesive
90# Layflat Liner

5 yr• / 1 yr

263HTR 54"x100' 652.00

1.45 sq.ft.



264HTR+ NEW **WallMark® Leather HTR**
6.0 mil - Matte White Leather Embossed Wall Vinyl
Clear Solvent High-Tack Removable Adhesive
90# Layflat Liner

5 yr• / 1 yr

264HTR 54"x100' 652.00

1.45 sq.ft.



WINDOWS

WALLS - MATTE WHITE

TRAFFIC GRAFFIC FLOOR FILMS



Eli and Edythe Broad Art Museum / Michigan State University / **Concept** ® 210 & 211 Traffic Graffix Media
Photo courtesy of Aaron Word / Printing by Engineering Graphics, Inc. / Installation by Sanborn Signcrafters

WRAP MEDIA



PHOTO: Wrap Nation, Phoenix AZ

MEDIA: AutoMark™ **Concept**© 230 film & 231 laminate

Digital Print Media for Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ROLL PRICE	per sq. ft.	ADHESIVE / INK TYPE
207	7.0 mil - Clear Static Cling 90# Layflat Liner	3 mo / -	207-54	54"x75'	206.00	.62	
208	7.0 mil - White Static Cling 90# Layflat Liner		208-54	54"x75'	212.00	.63	

790AE NEW PRINT-n-PRIVACY™	Print-n-Privacy 3.0 mil - Polymeric Glass Etch Film (Light) Clear Solvent Permanent Adhesive 90# Paper Air Egress Liner (Dry Apply Only)	7 yr / -	790AE-60	54"x75'	616.00	1.83	 Printable w/Solvent, Latex or UV
---	--	----------	----------	---------	--------	------	---

WRAP FILMS

230



AutoMark
2.4 mil - Gloss White Conformable Wrap Vinyl
Grey Solvent Permanent Repositionable Adhesive
90# Air Egress Layflat Liner

7 yr / 2 yr

230-54 54"x150' 798.00 1.18
230-60 60"x150' 888.00 1.18

Part Roll Price - 54" Wide
1-9 yds. -20.10 yd. 10- yds.-183.50



231



AutoMark
2.4 mil - Gloss Clear UV Wrap Laminate
Clear Solvent Permanent Adhesive
53# Liner

5 yr / -

231-54 54"x150' 514.00 .76

Part Roll Price - 54" Wide
1-9 yds. - 12.95 yd. 10-yds. 122.00



240



AutoMark
2.4 mil - Matte Clear UV Wrap Laminate
Clear Solvent Permanent Adhesive
53# Liner

5 yr / -

240-54 54"x150' 514.00 .76



333 **NEW**



AutoMark
3.0 mil - Gloss White Polymeric Vinyl - 7 yr.
Clear Slideable Repositionable Solvent Adhesive
105# Air Agress Liner

7 yr/-

333-54 54"x150' 637.00 .89



AutoMark Drift PW

PERF FILM

232



WindowMark
6.0 mil - Matte White Perforated 50/50 Film
White Face/Black Back - Clear Removable Adhesive
84# Layflat with Dual Liner Technology
(242 Laminare Recommended)

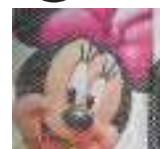
2 yr / 1 yr



General Formulations

232-54 54"x100' (33.3yds.) 975.00

Part Roll Price - 54" Wide
1-9 yds. - 39.00 yd. 10-yds. 340.00



PERF FILM

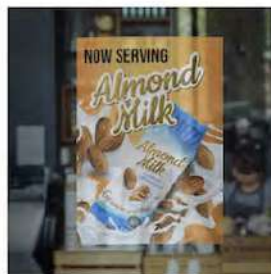
20% (80/20)



30% (70/30)



40% (60/40)



50% (50/50)



AUTOMARK™ CAST

with DRIFT® Technology



GF 830 AutoMark™ Cast with DRIFT® Technology is a premium full-body gloss white cast wrap film. The DRIFT® Technology and adhesive combination is engineered to provide superior repositionability and slidability. Developed to meet the long-term demands of full or partial fleet and vehicle wraps as well as many other graphic applications. DRIFT® Technology offers the right amount of adhesive tack with Micro Air Egress channels that allow for quick, easy and bubble-free applications. GF 830 AutoMark™ Cast provides an excellent white point, delivering the perfect solution for high-quality printing across Eco-Solvent, Solvent, Latex, and UV print systems.

Applications:

- Vehicle Graphics
- Fleet Graphics
- Outdoor Signage
- POP & Retail Signage

Overlaminates:

- GF 242 OptiMark™ Gloss Optically Clear UV Cast Laminate
- GF 813 AutoMark™ High Gloss Clear UV Cast Laminate
- GF 831 AutoMark™ Gloss Clear UV Cast Laminate
- GF 840 AutoMark™ Matte Clear UV Cast Laminate
- GF 844 AutoMark™ Ulti-Matte Clear UV Cast Laminate

Unique Features:

- Full-Body Cast Film with Superior Repositionability
- Excellent White Point for Vibrant Printing
- DRIFT® Technology provides Enhanced Slidability
- Micro Air Egress Channels, Perfect for Easy
- Bubble-Free Applications



Watch this video to learn more

[CLICK HERE](#)

Adhesive & Liner:



Ink Compatibility:



830	2.0 mil - Gloss White Cast Wrap - 8 yr	NO.	SIZE	PRICE	SF-\$
AutoMark™ Cast w/DRIFT® Technology	Grey Solvent Slidable, Repositionable, Long Term Removable Adhesive 106# Air Egress (AE) Layflat Liner	830-54	54"x150'	\$1328.00	\$1.99
		830-60	60"x150'	\$1476.00	\$1.97
813 NEW	1.3 mil - Gloss Clear Cast Laminate - 8 yr	813-54	54"x150'	\$936.00	\$1.39
AutoMark™ Cast Laminate	74# Liner Clear Solvent Permanent Adhesive	813-60	60"x150'	\$1010.00	\$1.34
		831-54	54"x150'	\$1007.00	\$1.49
831	2.0 mil - Gloss Clear UV Cast Laminate - 8 yr	831-60	60"x150'	\$1086.00	\$1.46
AutoMark™ Cast Laminate	74# Liner Clear Solvent Permanent Adhesive	840-54	54"x150'	\$1007.00	\$1.49
		840-60	60"x150'	\$1086.00	\$1.46
840	2.0 mil - Matte Clear UV Cast Laminate - 8 yr	844-54	54"x150'	\$1007.00	\$1.49
AutoMark™ Cast Laminate	74# Liner Clear Solvent Permanent Adhesive	844-60	60"x150'	\$1086.00	\$1.46
		844	60"x150'	\$1086.00	\$1.46
844 NEW	2.0 mil - Ulti-Matte Clear Cast Laminate - 8 yr				
AutoMark™ Cast Laminate	74# Liner Clear Solvent Permanent Adhesive				

Digital Print Media for Eco-Solvent, Solvent, Latex & UV Curable Inkjet Printers

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ROLL PRICE	per sq. ft.	ADHESIVE / INK TYPE
--------	---------------------	---------------------------	--------	------	------------	-------------	---------------------

*LSE SPECIALTY

*LSE SPECIALTY

235 **MotoMark - Grip**
Matte White 4 mil Vinyl
Clear Solvent High Bond *LSE Permanent Adhesive
90# Layflat Liner

5 yr / -

235-24	24"x 150'	665.00	2.23
235-54	54"x 150'	1449.00	2.14

*LOW SURFACE ENERGY



238 **MotoMark - Armor**
Gloss Clear 12 mil UV Laminate
Clear Solvent Permanent Adhesive
53# Liner

5 yr / -

238-24	24"x75'	366.00	2.43
238-54	54"x75'	689.00	2.07



STATIC CLINGS

STATIC CLINGS

*207 **7.0 mil - Clear Static Cling**
90# Layflat Liner

3 mo / -

207-54	54"x75'	206.00	.62
--------	---------	--------	-----



*208 **7.0 mil - White Static Cling**
90# Layflat Liner

3 mo / -

208-54	54"x75'	2 12.00	.63
--------	---------	---------	-----



*NOT INTENDED FOR INSIDE MOUNT APPLICATIONS. PLEASE SEE PRODUCT BULLETIN AT WWW.GENERALFORMULATIONS.COM FOR SPECIFIC INSTALLATION INSTRUCTIONS.

OPTICALLY CLEARS

OPTICALLY CLEARS

105 **2.0 mil - High Gloss Clear Polyester Laminate**
Optically Clear Permanent Adhesive
1.5 mil Clear Polyester Liner

2 yr / -

105-54	54"x150'	553.00	.82
--------	----------	--------	-----



106 **1.0 mil - Transparent Optically Clear Mount Film**
Optically Clear Solvent Permanent Adhesive - Both Sides
1.5 mil Clear Polyester Liner - Both Sides
**Indoor only*

1 yr / -

106-54	54"x150'	969.00	1.44
--------	----------	--------	------



242 **2.0 mil - Optically Clear UV Gloss Cast Laminate**
Optically Clear Solvent Permanent Adhesive
2.0 mil Smooth Frosted Polyester Liner
OUTFRONT media Approved

5 yr / -

242-54	54"x150'	1113.00	1.66
Part Roll Price - 54" Wide			
1-9 yds. -27.75 yd.	10 yds.-252.00		



255 **3.0 mil - Optically Clear Gloss Vinyl**
Optically Clear Solvent Removable Adhesive
2.0 mil Traction Backed Polyester Liner

3 yr / 1 yr

255-54	54"x150'	591.00	.88
--------	----------	--------	-----



TEDLAR

TEDLAR

108 **NEW** **Tedlar® by Dupont™**
1.0 mil - Clear Tedlar® Overlaminate
Clear Solvent Permanent Adhesive
53# Liner

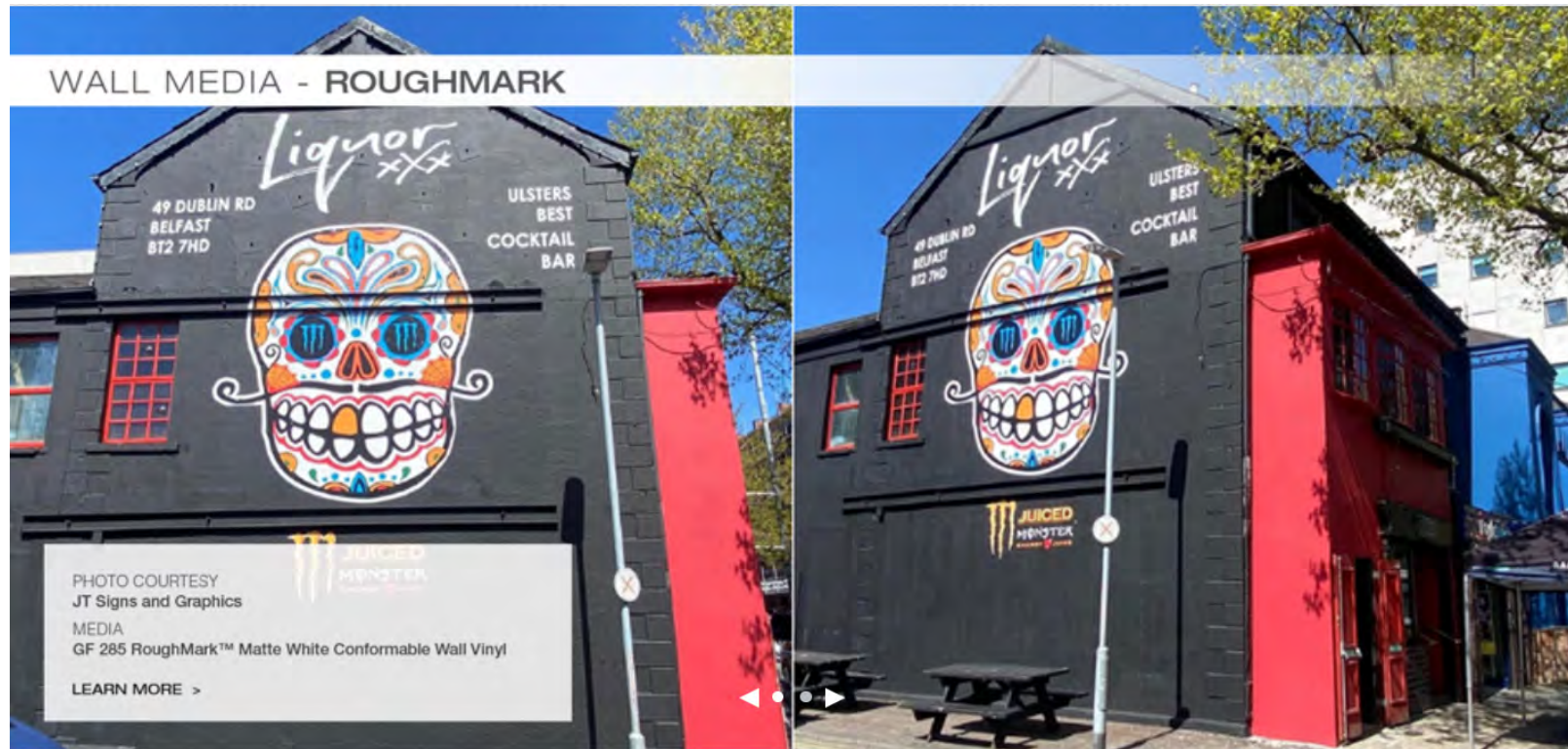
10 yr / -

108-54	54"x150'	1204.00	1.79
--------	----------	---------	------



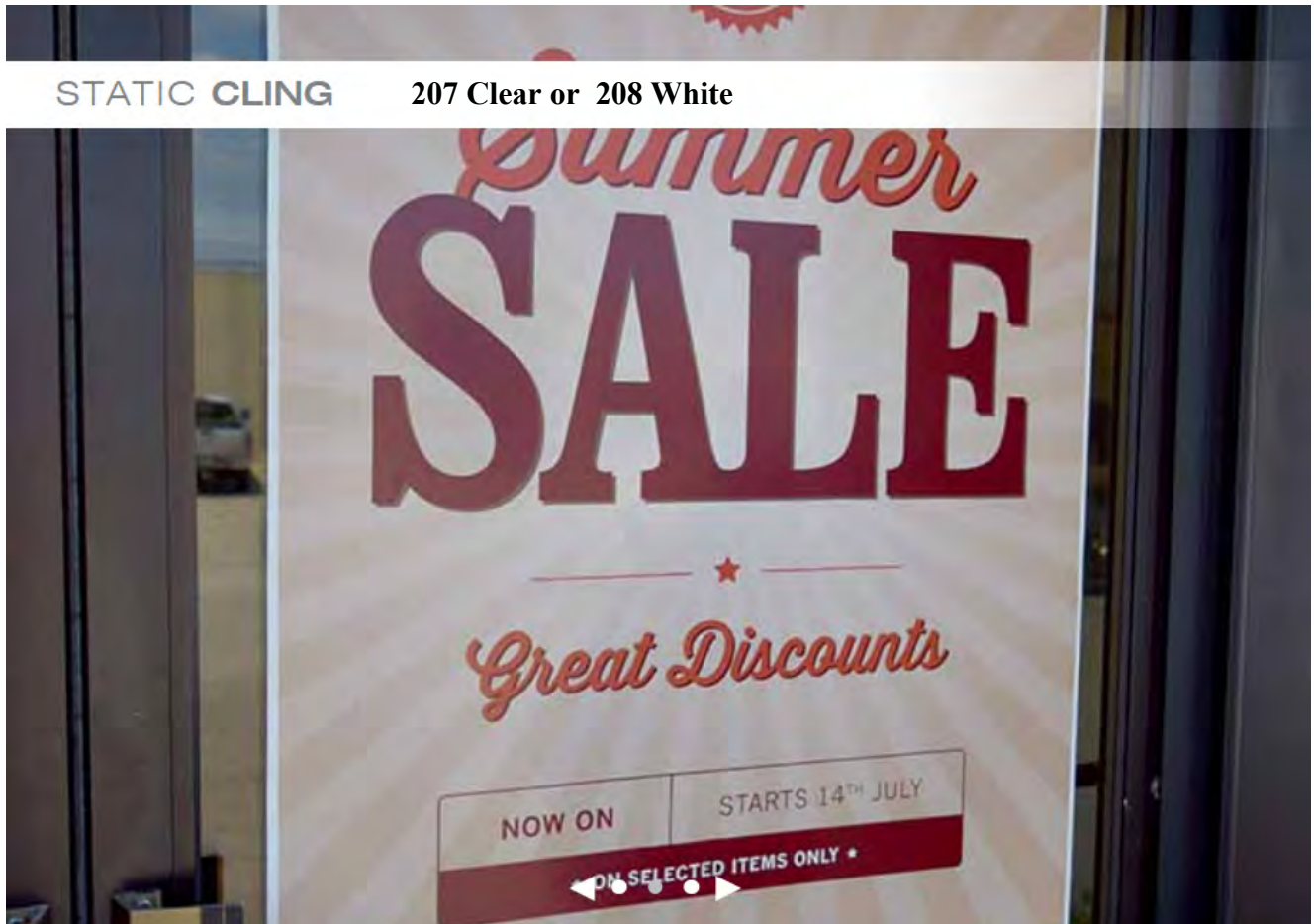
Part Roll 1 to 9 yds. - 31.30 per yd. 10 yds - 292.00

WALL MEDIA - ROUGHMARK



STATIC CLING

207 Clear or 208 White



Laminating Films

GENERAL USE & UV LAMINATES

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ROLL PRICE	per sq. ft.	ADHESIVE / INK TYPE
1 yr / -							
100	3.0 mil - Gloss Clear PVC Laminate Clear Permanent Adhesive 53# Liner		100-51	51"x150'	351.00	.55	
			100-54	54"x150'	370.00	.55	
			100-60	60"x150'	415.00	.55	
101	3.0 mil - Lustre Clear PVC Laminate 1 yr / - Clear Permanent Adhesive 53# Liner VERIFONE MEDIA Taxi Top Solution Product OUTFRONT media / TITAN Approved		101-51	51"x150'	351.00	.55	
			101-54	54"x150'	370.00	.55	
			101-60	60"x150'	415.00	.55	
102	3.0 mil - Matte Clear PVC Laminate 1 yr / - Clear Permanent Adhesive 53# Liner		102-51	51"x150'	351.00	.55	
			102-54	54"x150'	370.00	.55	
			102-60	60"x150'	415.00	.55	
400	3.0 mil - Gloss UV Clear PVC Laminate 4 yr / - Clear Permanent Adhesive 53# Liner		400-54	54"x150'	422.00	.63	
401	3.0 mil - Lustre UV Clear PVC Laminate 4 yr / - Clear Permanent Adhesive 53# Liner		401-54	54"x150'	422.00	.63	
402	3.0 mil - Matte UV Clear PVC Laminate 4 yr / - Clear Permanent Adhesive 53# Liner		402-54	54"x150'	422.00	.63	
231	AutoMark 2.4 mil - Gloss Clear UV Wrap Laminate Clear Solvent Permanent Adhesive 53# Liner	5 yr / -	231-54	54"x150'	514.00	.76	
			Part Roll Price - 54" Wide 1-9 yds. - 12.95 yd. 10 yds.- 122.00				
240	AutoMark 2.4 mil - Matte Clear UV Wrap Laminate Clear Solvent Permanent Adhesive 53# Liner	5 yr / -	240-54	54"x150'	514.00	.76	
238	MotoMark - Armor Gloss Clear 12 mil "ARMOR" UV Laminate Clear Solvent Permanent Adhesive 53# Liner	5 yr / -	238-24	24"x75'	366.00	2.44	
			238-54	54"x75'	689.00	2.06	

DRY ERASE (indoor only)

110 NEW	EraseMark Pro™ 2.0 mil - Commercial Grade Dry Erase Gloss Clear Polyester Laminate High Performance Engineered Surface Clear Permanent Adhesive 53# Liner	5 yr / -	110-54	54"x150'	777.00	1.15	
			Rolls Only				
111	EraseMark™ 2.0 mil - Dry Erase Gloss Clear Laminate Polypropylene Clear Permanent Adhesive 53# Liner <i>*Please review product data bulletin for recommended applications. Intended for short term / indoor use only (3-6 months, not a commercial use product)</i>	- / -	111-54	54"x150'	366.00	.54	
			Part Rolls	1-9 yds.-10.35 yd. 10- yds.-92.00 50 yd. roll -7.32 yd.			

DRY ERASE (indoor only)



3 MIL OPTICALLY CLEAR REMOVABLE VINYL

- Optically Clear Vinyl on a 2 mil PET Liner
- Removable up to one year
- Compatible with Solvent, UV, and Latex inks
- Can be wet applied
- For temporary or short term graphics

333 WRAP VINYL GLOSS WHITE SLIDABLE ADHESIVE



3 MIL GLOSS WHITE POLYMERIC WRAP VINYL

Grey Solvent Slidable Repositionable Adhesive
105# Air Egress Layflat Liner - 2 yr Clean Removability

- "DRIFT" Technology allows the media to Float or Drift over the surface for easy tack & positioning
- Ideal for Partial-Wrap applications including Vans, Box Trucks, Fleet, Delivery Trucks, and General Signage (not intended for rivets)
- Application Information:
 - 2 yr Clean Removability
 - For flat to simple curves only
 - Up to 7 years durability (unprinted)
- Recommended Laminates:
 - For Partial Wraps: GF 231, GF 240 & GF 242
 - For Flat or General Signage: GF 247 & GF 248

www.generalformulations.com



AUTO MARK™ DRIFT™ PW

Laminating & Mounting Films

FLOOR / DISPLAY / COUNTER MATS (indoor only)

FLOOR, DISPLAY, COUNTER MATS-INDOOR

SERIES	PRODUCT DESCRIPTION	DURABILITY / REMOVABILITY	PART #	SIZE	ROLL PRICE	per sq. ft.	ADHESIVE / INK TYPE
103	5.0 mil - Fine Textured Matte Polycarbonate Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	- / -	103-54	54"x150'	1026.00	1.53	
*109	 Traffic Graphic 5.0 mil - Scratch Resistant Textured PVC Laminate Clear Permanent Adhesive 1.5 mil Clear Polyester Liner	- / -	109-38 1 to 9 yds. 15.30 yd. 10yds.-140.00	38"x150'	611.00	1.29	
			109-54 1 to 9 yds. 16.95 yd. 10yds.-155.50	54"x150'	678.00	1.01	
*211	 Traffic Graphic 6.0 mil - Gloss Clear Light Emboss Clear Permanent Adhesive 53# Liner	- / -	211-54 1 to 9 yds. 15.45 yd. 10yds.-140.50	54"x150'	617.00	.92	
*213 NEW	 Traffic Graphic 3.75 mil - Embossed Clear Polypropylene Laminate Clear Permanent Adhesive 53# Liner Indirect Food Contact Solution - The film and adhesive complies with the following citations in 21CFR 174 thru 182 and 21CFR 175.105 respectively	- / -	213-54	54"x150'	426.00	.64	
*217 NEW	 Traffic Graphic 3.0 mil - Gloss Clear PVC Laminate Clear Permanent Adhesive 53# Liner	- / -	217-54	54"x150'	422.00	.63	

* CLASSIFIED BY UNDERWRITERS LABORATORIES, INC.® AS TO SLIP RESISTANCE ONLY UL410

SPECIALTY MOUNTING FILMS

SPECIALTY MOUNTING FILMS

106	1.0 mil - Transparent Polyester Optically Clear Mount Film Optically Clear Solvent Permanent Adhesive - Both Sides 1.5 mil Clear Polyester Liner - Both Sides (Indoor only)	1 yr / -	106-54	54"x150'	969.00	1.43	
107	1.5 mil - White Opaque Print Mount Film White Opaque Polypropylene High-Tack Clear Permanent Adhesive - Both Sides 76# Liner (Self-Wound) (Indoor only)	1 yr / -	107-54	54"x150'	531.00	.78	
112	0.5 mil - Clear Polyester Print Mount Film High-Tack Clear Permanent Adhesive - Both Sides 76# Liner (Self-Wound) (Indoor only)	1 yr / -	112-54	54"x150'	572.00	.85	
113	1.0 mil - Clear Polyester Removable Print Mount Film High-Tack Clear Permanent Adhesive 1-Side Low-Tack Clear Removable Adhesive 1-Side Clear 1.2 mil Polyester Liner Printed* (Self-Wound)	6 mo / 6 mo	113-54	54"x150'	607.00	.90	
114	1.0 mil - Clear Polyester Removable Print Mount Film High-Tack Clear Permanent Adhesive 1-Side Low-Tack Clear Removable Adhesive 1-Side 76# Liner (Self-Wound)	6 mo / 6 mo	114-54	54"x150'	609.00	.91	
116*	1.0 mil - Clear Polyester Removable "Air-Egress" Print Mount Film High-Tack Clear Permanent Adhesive 1-Side / 1 mil PET Clear Liner High-Tack Clear Removable Adhesive 1-Side / 4.5 mil Clear Air Egress Printed* PET Liner	1 yr / 6 mo	116-54	54"x150'	919.00	1.36	
118*	1.0 mil - Clear Polyester Removable Print Mount Film High-Tack Clear Permanent Adhesive 1-Side / 1.5 mil PET Clear Liner Low-Tack Clear Removable Adhesive 1-Side / 1.2 mil Printed* PET Clear Liner	6 mo / 6 mo	118-54	54"x150'	657.00	.98	

*Printed with "Remove to Expose Adhesive" on Adhesive Side

Concept®

APPLICATION CHART

Concept[®] APPLICATION CHART															
CONCEPT SERIES															
	General Signage, Displays, P.O.P.	Vehicle Wraps	Fleet & Vehicle Graphics	Clear (Transparent)	Low Surface Energy	Translucent	Semi-Rigids	Transit (Outdoor Advertising Media)	Windows (Removable "R" - Permanent "P")	Walls (Smooth Dry Wall-Removable)	Walls (Moderately Textured Surfaces)	Floors (Tile & smooth sealed cement)	Carpet (Short loop commercial)	Outdoor	Indoor
201	●													●	●
201HTAP	●			●										●	●
201OAP	●													●	●
201OAPAE	●													●	●
202	●							● R						●	●
203	●													●	●
203OAP	●													●	●
203OAPAE	●													●	●
204	●							● R						●	●
205	●		●											●	●
206	●		●					● R						●	●
207	●		●					● R						●	●
208	●							● R						●	●
209	●						●							●	●
210	●									●				●	●
212	●										●			●	●
214	●												●	●	●
216	●													●	●
219	●		●			●		● R						●	●
220	●					●								●	●
221	●					●		● R						●	●
222	●					●								●	●
223	●					●		● R						●	●
224					●			● P						●	●
225					●			● R						●	●
226	●					●			●						●
228					●		●	● R					●	●	●
229	●					●			●					●	●
230	●	●	●											●	●
232	●	●	●					● R						●	●
234	●								●						●
235	●			●										●	●
246	●		●											●	●
247	●		●											●	●
250	●								●						●
252	●								●						●
255	●			●				● R						●	●
270	●							● R						●	●
275	●			●			●							●	●
285				●						●					●
780	●	●	●											●	●
781	●	●	●											●	●
782	●	●	●											●	●
790AE								● P						●	●

Graphic Commerce Ltd. 1675 Sismet Road -Units 4&5 - Mississauga, On L4W 2K8

phone (905)624-3124 toll free 1-800-543-2796

email - info@graphiccommerce.com