

# Installation Instructions



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## GF40 Series Outdoor Surfaces Removable Graphic Film

### **Product Description:**

GF40 Series Outdoor Surfaces Removable Graphic Film is a 3.0-mil pressure sensitive film developed for use on sidewalks, roadways and other outdoor unsealed surfaces. This digitally printable graphic film is used as a short term promotional film that conforms to the surface texture of the substrate it is applied to, giving it the look of a permanent painted graphic, rather than an applied sign or decal. No overlamine is needed on these graphic films, and it exceeds Coefficient of Friction requirements under ASTM C-1028 testing.

### **Applications and End Uses:**

GF40 series film is intended for use as a short term graphic film that is printable by most solvent, eco-solvent, mild-solvent inks, or screen printing using solvent inks.

The outdoor advertising market has grown in recent years as advertisers look for economical ways to reach more consumers, and regionalize their message. An underused promotional space could be right at your feet! Some uses for the GF40 Series Outdoor Surfaces Removable Graphic Films include:

- Retail Promotions, such as product promotions and sales displayed outdoors on sidewalks and in parking lots, reaching the customer before they enter the location
- Outdoor Event Advertising, such as at Concerts, Fairs and Outdoor Sporting Events
- Temporary Wayfinding Signage, such as at Convention Centers, Schools, and Public Buildings
- Temporary Directional Markings in Parking Lots, and on Streets and Sidewalks
- Indoor Rough Surface Applications such as Plant Floor Marking and Customer Welcome Signage on **unsealed** surfaces only. For other indoor applications, see GF50 Series Indoor Removable Graphic Film.
- Outdoor Vertical Surface Application such as on concrete walls and barriers  
(For Vertical Surfaces please contact Customer Care for additional instructions)

### **Graphic Preparation:**

After printing, the graphic should be allowed to dry (cure) completely. Screen printed graphics should be allowed to dry (cure) 24 hours at room temperature. If hot air drying is available, the time is reduced accordingly.

For most graphics, the use of an “Application” or “Transfer” Tape is recommended for stability and ease of handling in application. We recommend using a “medium tack” application, or transfer tape with an adhesion rating of 13-15 N/100MM.

#### **Permovable Graphic Films**

11660 Alpharetta Hwy  
Suite 210  
Roswell, GA 30076  
(770) 344-2400

Instructional Bulletin #1000  
Installation Instructions GF40  
Rev B – 07/2009

## **Preparing the surface:**

Apply to **unsealed** surfaces only. Sealed surfaces will create a stronger bond with the adhesive, and make it difficult to remove.

Some exterior surfaces are highly dimensional, and will require the use of a soft roller or brush to force the film into the voids. A standard rivet brush can be used. **Slight cracking of the film in these areas is normal.** This cracking allows the film to adhere deep into the substrate and gives the appearance of a printed surface, rather than an overlaminated vinyl sheet or sticker

GF40 Series Outdoor Surfaces Removable Graphic Film will not adhere properly to loose, crumbling, wet or damp surfaces. Ensure that the surface is in good structural condition before application.

Allow the area to dry completely, and remove any loose dirt or debris using a brush or vacuum. The adhesive will not adhere to a damp or wet surface.

A clean, debris free surface is critical to good adhesion of the product. Make sure that the application surface is free of grease and oil residue. If needed, the area should be cleaned using a cleanser designed for removal of petrochemical residue and allowed to dry completely before film application.

For best product adhesion, the surface temperature should be at least 50°F/10°C. Higher temperatures allow the adhesive to bond better with the surface.

## **Application:**

To apply the graphic to the prepared and clean surface, start by aligning the film in place, and tape one edge if desired, forming a hinge. Top hinge, center hinge or other preferred methods of application work best, especially for larger sized graphics.

Remove the Release Liner from the hinged edge of the graphic, and adhere it to the surface. Using a squeegee or roller, work from the center of the graphic outward using firm, even pressure to minimize air bubbles. Continue to remove the liner, and working in small, overlapping motions, adhere the rest of the graphic to the surface.

Use a soft roller or stiff bristle brush (such as a rivet brush) to work the film down into the surface.

Remove the application/transfer tape by starting at one corner of the graphic. The use of the proper low tack application/transfer tape will make this step simple, as the adhesion value of the application tape will be less than that of the film to the substrate. Peel back the application/transfer tape slowly at a 180° angle to the graphic itself.

Once again, burnish the graphic into the surface texture by using a soft roller or cloth. This will help the film conform to the surface texture. Slight cracking will occur as the film is pressed into deeper voids. This is normal, and allows the film to give the look of a printed or “painted on” surface, rather than of an overlaminated vinyl graphic or decal.

Film may be walked on or driven on after 30 minutes however a stronger bond will develop over time. The graphic should not be “twisted” under foot or with car tires.

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## **Removal:**

Removal of the graphic is accomplished by using a high adhesion removal tape (Permovable #REMT40WR-1025). The removal tape will pull the graphic from the surface. This removal method will dislodge the graphic from the ground surface with no adhesive residue.

Removal tape should be applied to the face of the graphic, and burnished onto the surface such that it makes direct contact with all of the film to be removed. Once the removal tape is firmly applied, It can be pulled slowly from the substrate at a 135° angle to the graphic, cleanly removing the graphic. Any remaining graphic chips can be pulled off by reapplying an unused area of the Removal Tape. After prolonged use on very rough surfaces, the use of a high pressure spray may be necessary. If a high pressure washer is used, the remaining film flakes can be swept up and disposed of properly. The GF40 Series Outdoor Surface Removable Graphic Films are non-PVC products, and are all considered eco-safe (ground water neutral). All removed product must be disposed of in accordance with local applicable ordinances.