GENERAL FORMULATIONS

TECHNICAL DATA SHEET

GF 333 AUTOMARK® DRIFT® PW

3.0 MIL POLYMERIC WRAP FILM
GREY SLIDEABLE REPOSITIONABLE ADHESIVE

GF 333 AutoMark® DRIFT® PW is a 3.0 mil polymeric gloss white conformable print media with a grey repositionable acrylic adhesive on a slideable air egress layflat liner. The "DRIFT" technology allows the installer to float or drift the media over top of the OEM painted surface. The installer can then position and reposition the media until they are ready to engage the adhesive on the PSA film. GF 333 is designed to accept a variety of solvent, latex and UV curable inks common to wide format digital printing systems. The grey repositionable adhesive offers excellent opacity and exceptional repositionability and slideability. GF 333 AutoMark® DRIFT® PW is specifically engineered for use in partial vehicle wrap, fleet, and decal applications (not intended for rivets).

PRODUCT NAME	GF 333
FILM	
Film Type	Polymeric PVC
Film Thickness (mils/µm)	3.0 / 76 (+/- 10%)
Film Weight (gsm)	105
Gloss (60°)	≥70
Opacity (%)	98
Tensile Strength (lbs/in)	MD ≥ 3500 / CD ≥ 3000
Elongation (%)	MD ≥ 200 / CD ≥ 200
Dimensional Stability (FTM 14)	MD ≤ 0.40 mm / CD ≤ 0.30 mm
ADHESIVE	
Adhesive Type	Solvent
Adhesive Thickness (mils/µm)	1.0-1.2 / 25-30
Adhesive Color	Grey
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 15 min	1.3 / 5.7
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 24 hrs	2.6 / 11
Peel Strength on OEM Painted (lbs/in) / (N/25mm) 15 min	1.0 / 4.4
Peel Strength on OEM Painted (lbs/in) / (N/25mm) 24 hrs	2.2 / 9.6
LINER	
Liner Weight (#/gsm)	105 / 170
Liner Type	White PE-Coated Kraft, Slideable Air Egress
Liner Thickness (mils) (mils/µm)	8.0 / 203
Release Force @ 300" / min (g/2")	70-90
PERFORMANCE GUIDANCE	
Application Temperature	≥ +40 °F
Service Temperature	-40 °F to 200 °F
Shelf Life	2 years
Storage Temp / Rel. Humidity	70 °F / 50%
Outdoor Durability	up to 7 years
Removability	2 year Clean Removabilty*

** Removal may require heat. Up to 15% adhesive transfer may occor in certain situations.*

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WWW.GENERALFORMULATIONS.COM

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GREY SLIDEABLE REPOSITIONABLE ADHESIVE

PRODUCT SNAPSHOT	APPLICATIONS	INK TYPE
APPLICATION	● POP/RETAIL	● SOLVENT
❍ WET APPLY	❍ WALL	● ECO-SOLVENT
● DRY APPLY	● WRAP	● LATEX
❍ LAMINATING	● WINDOW	● UV CURABLE
❍ MOUNTING	❍ FLOOR	● SCREEN
● DIE CUTTABLE	❍ TRANSLUCENT	● OFFSET (UV CURABLE)
❍ HOT STAMP	● FLEET	❍ OFFSET (CONVENTIONAL)
❍ THERMAL DIE	● GENERAL SIGNAGE	
● FLATBED CUTTABLE	● OUTDOOR	

SUBSTRATES	MATCHING LAMINATES	ADDITIONAL CAST LAMINATES
● OEM PAINTED METAL	● GF 231 2.4 MIL GLOSS	● GF 242 2.0 MIL GLOSS OPTICALLY CLEAR
● PAINTED ALUMINUM	● GF 240 2.4 MIL MATTE	● GF 813 1.3 MIL GLOSS CAST
● STAINLESS STEEL		● GF 831 2.0 MIL GLOSS CAST
❍ ACRYLIC		● GF 840 2.0 MIL MATTE CAST
● GLASS		● GF 844 2.0 MIL ULTI-MATTE CAST

FAQS

Can I use AutoMark® DRIFT® PW for FULL car wraps?	The PW in the product name stands for “PARTIAL” wrap. GF 333 is ideally suited for flat surfaces, simple curves and gentle corrugations.
What does “slideable” mean?	The slideable adhesive allows the film to “DRIFT” on the painted OEM surface. This allows for easy repositioning. Once pressure is put upon the film, the adhesive will be activated.
What are “air egress” channels?	GF 333 has a slideable air egress liner. This liner has micro-embossing and a pattern is transferring to the adhesive. During application, this pattern allows air to be forced out from behind the film, thus helping to achieve bubble free results.
Is GF 333 AutoMark® DRIFT® PW good for print-n-cut lettering?	No. GF 333 AutoMark® DRIFT® PW is not intended for small print-n-cut lettering due to the specially design micro-channel liner. It’s designed for partial wraps as well as medium-large graphics. It is best to use a smooth 90# liner when this type of graphic design is needed.

For Standard Terms & Conditions: www.generalformulations.com/terms-conditions

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