

General Formulations (GF) would like to extend to you our appreciation for choosing GF 333 AutoMark™ DRIFT™ PW 3.0 mil polymeric gloss white conformable print media with a grey repositionable solvent adhesive on a slideable air-egress liner. The “DRIFT™” technology allows the installer to easily float or drift the media over top of an OEM painted surface. The installer can then position and reposition the media until they are ready to engage 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 a 3.0 mil polymeric gloss white print media is specifically engineered for use in partial vehicle wrap, fleet, decal applications and general signage. Surface characteristics include:
- *Flat and slight curves (Not warranted for applications over rivets)*

VEHICLE TYPES:

1. Vans
2. Trucks/Box trucks
3. Sedans
4. Fleet / Semi-trucks and trailers
5. General Signage

MEDIA PREPARATION PRIOR TO APPLICATION

1) Did you choose the **GF 333 AUTOMARK™ DRIFT™ PW** 3.0 mil gloss white polymeric print media of General Formulations digital media line for your vehicle decal and wrap application?

2) Is the media within proper shelf life and has it been stored in a reasonably controlled environment (ideal is 2-year shelf life at 70°F @ 50% relative humidity)?

3) Has the media been allowed to air dry unrolled at 60° - 80°F (15° - 26°C) @ 50% relative humidity for 48 hrs. prior to applying overlamine? Please note: Inadequate drying can accelerate vinyl adhesive degradation and impede optimum performance.

4) The following GF laminates are engineered to cover and protect **GF 333 AUTOMARK™ DRIFT™ PW** *

- 231 UV Gloss Clear 2.4 mil
- 240 UV Matte Clear 2.4 mil
- 247 UV Gloss Clear 3.0 mil
- 248 UV Matte Clear 3.0 mil
- 242 UV Gloss Clear Cast 2.0 mil

* The use of any type of overprint clear varnish or coating other than the recommended approved UV clear laminate reduces the media warranty.

APPLICATION:

NOTE* the following instructions are recommendations only and are not meant to override your current installation method or style.

- 1)** Application begins at the back of the vehicle for vertical panels and from the bottom up for horizontal panels. This allows for all overlaps to face the back or the bottom which prevents wind and rain from causing a premature failure. Seams should have a 1/4 to 1/2 inch (0.64 - 1.3 cm) overlap.
- 2)** Use firm pressure on the squeegee to apply the media to the surface, starting at the high points in the middle and working out toward the edges.
- 3)** For very shallow channels, wherever possible, lay the media through the channel rather than bridging and stretching the media. Any vinyl film (cast or calendered) can exhibit shrinking or tenting when overstretched or overheated. Relief cutting deep channels is recommended to eliminate film popping. Also known as "The Cut & Drop Technique." Please see GF 333 AutoMark DRIFT application video at the [General Formulations YouTube Channel](#).
- 4)** In some instances, it is not possible to negotiate complex curves. In such cases, relief cutting is recommended. Be sure not to overstretch the vinyl and overlamine combination. Overstretching may result in memory failure of the GF Film. It is important to state this again, it is recommended to relief cut the film in these areas to relieve tension.
- 5)** Heat may be needed along leading edges. 160° to 200°F (71° - 93°C). Sometimes using a wrap glove or soft microfiber cloth instead of a squeegee is recommended. Since the film cools quickly, it is important to work in small areas and continue to heat the film as your work moves along. Finally, after the film has been applied, you will need to eliminate or erase the stresses created in these application area, you must heat the film to a higher temperature, between 220° and 250°F (104° and 126°C). Move the heat source slowly making sure the vinyl is not being burned. Now that the film has been applied, you are also heating the body of the vehicle and it takes more heat to achieve the final temperature requirement. Note that some vehicles have painted plastic body parts and take less heat. Do not overheat these areas causing permanent damage. Using infrared heat gauge is strongly recommended to make sure this very important step is done correctly to ensure a successful wrap. Skipping this step or not properly taking the time may result in failure.
- 6)** Edges, seams and trim should be cut and resqueegeed to ensure good adhesion. It is a very good idea to also use high heat along these areas to speed up the adhesive build (this is to overcome the repositionable adhesive we built into the film for ease of application) and ensure a good application. Do not wrap films around 180° turns, as this will most likely result in failure. Do not wrap films under the edges of the car or into areas that are prone to not be cleaned well.
- 7) For over rivets, digital media with an overlamine may tent and is not considered a reason for failure.** To apply, use the same technique as the curves described above, apply the film over the flat areas, bridging the rivet head. Using an air release tool or pin, (Do NOT use a knife blade as this will result in a cut propagation issue), poke multiple holes around the rivet head to release the air, then using heat and a rivet brush or squeegee to work the film down around the head. Finally, apply high heat to release any tension stresses and to ensure a quicker adhesive bond. The only proven way to eliminate tenting around rivets with an overlaminated film is to cut completely around the rivet head after application.

Misrepresentation of the worthiness of the Vehicles paint surface on the Pre-Application Examination form voids the limited warranty. Inspect the vehicle and locate any potentially troublesome areas on the vehicle, these areas have a high probability of paint damage upon removal of the graphics.

_____ Locate and mark schematic where there is chipped paint, rust spots, dents, etc.
(NOTE: General Formulations will need photos from the installer to show these defects.)

_____ Locate and mark schematic where portions of the vehicle that have been repainted.
(NOTE: General Formulations will need photos from the installer to show these defects.)

_____ Using the schematic as a guide, check paint anchorage of the indicated areas. * Use 610 at a 1" width. Apply firm pressure to the tape and pull off quickly at a 180° angle. If no clear coat or paint is pulled from this test, the area should be satisfactory for application. See next page for needed warranty information.

Warranty Information Sheet

Description of Job:

Printer:

Name:

Address:

Contact/Phone #:

Purchased Media From (Dealer/Distributor):

Printer and Ink type used:

AUTOMARK™ DRIFT™ PW Installer

Name:

Address:

Contact/Phone #:

Vehicle Owner

Name:

Address:

Contact/Phone #:

Vehicle make and Model:

Vehicle VIN #:

Did vehicle pass pre-inspection test?

Date of installation:

Films used:

Coverage: circle one (full/partial)

(Attach photos): Attach all photos of Vehicle from pre and post installation inspection. These photos will be needed for any future warranty claims. Be sure that a photograph of the Vehicle number is included.

Signatures

Printer:

Graphics Installer:

Vehicle Owner:

Date: / /

Return the warranty information form and all photos to:

General Formulations Inc.

Digital Print Product Manager

309 South Union

Sparta, MI 49345

Email: www.generalformulations.info.com

Phone: 800-253-3664

Check List

Date: / /

Paint/Surface Quality: Excellent / Good / Fair

Recent Paint: Y / N: Date:

Rust or Bondo: R / B

Where:

Signature Installer:

Signature customer:

Indicate: 1. Chipped paint 2. Rust spots 3. Dents 4. Scratches etc. on check list that represents the defect.

WARRANTY AND LIMITED REMEDY

General Formulations Inc. warrants the vehicle wrap film to perform as stated in the product bulletin for exterior exposure resistance given all the steps are followed therein. Possible partial adhesive transfer does not constitute product failure and General Formulations will not be liable for residual adhesive residue. General Formulations Inc. will not assume any liability for paint or clear coat failure due to faulty application, poor body, paint and clear coat condition due to age or environmental damage or the failure to follow the steps provided. In addition, any damage caused by "Fallout" (**a dull rust-colored surface condition caused by fossil fuel and turning acidic when mixing with water vapor**) is a result of environmental factors uncontrolled and unrelated to General Formulations manufacturing processes and is not considered a product defect. Therefore, General Formulations Inc. retains the right to deny credit based on any or all of these factors.