

# TECHNICAL DATA SHEET

## GF 275 SUBMARK™

3.5 MIL MATTE WHITE OPAQUE VINYL  
CLEAR HIGH-TACK PERMANENT ADHESIVE

GF 275 SUBMARK™ is a 3.5 mil flexible polymeric matte white opaque vinyl film coated with a high-tack permanent acrylic pressure sensitive adhesive designed for wall-cut subway poster applications. This vinyl film is a high-quality opaque matte white with excellent outdoor durability. The film provides integrity against removal, helping to prevent vandals from removing from the subway. The high-tack adhesive is designed to bond to a variety of substrates such as metals, painted metals, smooth finish powder coated metals, low surface energy plastics, rough textured surfaces, wood, ceramic tile, wall-cut outs, concrete and fiber board frames. This film is backed with a two-sided poly coated 90# layflat release liner with the SUBMARK™ logo for ease of identification by printers and installers. Approved and specified by **OUTFRONT Media** for New York subway posters. It is important that printers refer to the **OUTFRONT Media Approved Substrate Table** and follow the specifications for subway posters.

PRODUCT NAME	275
<b>FILM</b>	
Film Type	White Polymeric Vinyl
Film Thickness (mils / $\mu\text{m}$ )	3.5 / 89 (+/- 10%)
Film Weight (gsm)	130
Gloss (60°)	$\leq 20$
Opacity (%)	99
Tensile Strength (psi)	MD $\geq 3500$ / CD $\geq 2500$
Elongation (%)	MD $\geq 90$ / CD $\geq 200$
Dimensional Stability (FTM 14)	MD $\leq 0.30$ mm / CD $\leq 0.30$ mm
<b>ADHESIVE</b>	
Adhesive Type	Solvent Acrylic
Adhesive Thickness (mils/ $\mu\text{m}$ )	0.8-1.0 / 20-25
Adhesive Color	Clear
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 15 min	2.5 / 11
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 24 hrs	4.0 / 18
<b>LINER</b>	
Liner Weight (#/gsm)	90 / 145
Liner Type	White 2 Sided PE-Coated Kraft
Liner Thickness (mils/ $\mu\text{m}$ )	6.7 / 170
Release Force @ 300" / min (g/2")	75
<b>PERFORMANCE GUIDANCE</b>	
Application Temperature	$\geq +40$ °F
Service Temperature	-40 °F to 180 °F
Shelf Life	1 year
Storage Temp / Rel. Humidity	70 °F / 50%
Outdoor Durability	up to 5 years

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PRODUCT SNAPSHOT	APPLICATIONS	INK TYPE
<p><b>APPLICATION</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> WET APPLY</li> <li><input checked="" type="radio"/> DRY APPLY</li> <li><input type="radio"/> LAMINATING</li> <li><input type="radio"/> MOUNTING</li> <li><input checked="" type="radio"/> DIE CUTTABLE</li> <li><input type="radio"/> HOT STAMP</li> <li><input type="radio"/> THERMAL DIE</li> <li><input checked="" type="radio"/> FLATBED CUTTABLE</li> </ul>	<ul style="list-style-type: none"> <li><input type="radio"/> POP/RETAIL</li> <li><input type="radio"/> WALL</li> <li><input type="radio"/> WRAP</li> <li><input type="radio"/> WINDOW</li> <li><input type="radio"/> FLOOR</li> <li><input type="radio"/> TRANSLUCENT</li> <li><input checked="" type="radio"/> TRANSIT</li> <li><input checked="" type="radio"/> GENERAL SIGNAGE</li> <li><input checked="" type="radio"/> OUTDOOR (LONG TERM)</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="radio"/> SOLVENT</li> <li><input checked="" type="radio"/> ECO-SOLVENT</li> <li><input checked="" type="radio"/> LATEX</li> <li><input checked="" type="radio"/> UV CURABLE</li> <li><input checked="" type="radio"/> SCREEN</li> <li><input checked="" type="radio"/> OFFSET (UV CURABLE)</li> <li><input type="radio"/> OFFSET (CONVENTIONAL)</li> </ul>
<p><b>SUBSTRATES</b></p> <ul style="list-style-type: none"> <li><input checked="" type="radio"/> OEM PAINTED METAL</li> <li><input checked="" type="radio"/> PAINTED ALUMINUM</li> <li><input checked="" type="radio"/> STAINLESS STEEL</li> <li><input checked="" type="radio"/> FIBERGLAS</li> <li><input checked="" type="radio"/> LOW-ENERGY SURFACES</li> </ul>		

## FAQS

Is GF 275 SubMark™ “OUTFRONT Approved”?	SubMark™ is currently approved for 1, 2, or 3 Sheet Subway Posters with OUTFRONT.
Where else might I use GF 275 SubMark™?	Due to the opacity and aggressive nature of GF 275 SubMark, it is often used for applications like construction signage, hockey rink Dasher Board graphics (with GF 109 or GF 238 laminate), or security decals where removal is discouraged.
Can you put SubMark™ over the top of existing graphics?	Yes. GF 275 is opaque and can be layered on top of existing graphics. These films can be used for one, two and three sheet subway advertising posters, architectural signage, commercial-retail signage, industrial identification decals, safety decals, point-of-purchase graphics and other decals requiring extended life. Keep in mind, this is a PERMANENT product and cannot be removed cleanly from other graphics or surfaces.