

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.

PRODUCT NAME	333
FILM	
Film Type	White Polymeric Vinyl
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/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 Removability*

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

GF 333 | JUNE 2020

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PRODUCT SNAPSHOT	APPLICATIONS	INK TYPE
APPLICATION <input type="radio"/> WET APPLY <input checked="" type="radio"/> DRY APPLY <input type="radio"/> LAMINATING <input type="radio"/> MOUNTING <input checked="" type="radio"/> DIE CUTTABLE <input type="radio"/> HOT STAMP <input type="radio"/> THERMAL DIE <input checked="" type="radio"/> FLATBED CUTTABLE	<input type="radio"/> POP/RETAIL <input type="radio"/> WALL <input checked="" type="radio"/> WRAP <input type="radio"/> WINDOW <input type="radio"/> FLOOR <input type="radio"/> TRANSLUCENT <input checked="" type="radio"/> FLEET <input checked="" type="radio"/> GENERAL SIGNAGE <input type="radio"/> OUTDOOR (SHORT TERM)	<input checked="" type="radio"/> SOLVENT <input checked="" type="radio"/> ECO-SOLVENT <input checked="" type="radio"/> LATEX <input checked="" type="radio"/> UV CURABLE <input checked="" type="radio"/> SCREEN <input checked="" type="radio"/> OFFSET (UV CURABLE) <input type="radio"/> OFFSET (CONVENTIONAL)
SUBSTRATES <input checked="" type="radio"/> OEM PAINTED METAL <input checked="" type="radio"/> PAINTED ALUMINUM <input checked="" type="radio"/> STAINLESS STEEL <input type="radio"/> ACRYLIC <input type="radio"/> GLASS		

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 OEM painted 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.