

# TECHNICAL DATA SHEET

## GF 264HTR WALLMARK® LEATHER HTR

6.0 MIL MATTE WHITE EMBOSSED VINYL  
HIGH-TACK REMOVABLE WALL ADHESIVE

GF 264HTR is a 6.0 mil matte white semi-rigid vinyl film embossed with a leather texture. GF 264HTR has a unique and innovative pressure sensitive adhesive that is specially formulated to be both *high-tack* and *removable* (HTR). The combination of vinyl and adhesive is designed to stick aggressively to most surfaces, but is specially formulated to remove cleanly for up to a year. It's also forgiving in the event you touch the adhesive to itself—it will separate cleanly and the adhesive stays anchored to the vinyl. The 90# tight release liner provides excellent stability for processing using solvent, latex and UV curable digital inks common to wide format digital printing systems.

PRODUCT NAME	264HTR
<b>FILM</b>	
Film Type	White Polymeric Vinyl
Film Thickness (mils/μm)	6.0 / 152 (+/- 10%) before emboss
Film Weight (gsm)	240
Gloss (60°)	≤20
Opacity (%)	98
Tensile Strength (lbs/in)	MD ≥ 2500 / CD ≥ 2000
Elongation (%)	MD ≥ 70 / CD ≥ 130
Dimensional Stability (FTM 14)	MD ≤ 0.30 mm / CD ≤ 0.20 mm
<b>ADHESIVE</b>	
Adhesive Type	Solvent Acrylic
Adhesive Thickness (mils/μm)	0.7-1.0 / 18-25
Adhesive Color	Clear
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 15 min	1.0 / 4.4
Peel Strength on Stainless Steel (lbs/in) / (N/25mm) 24 hrs	1.4 / 6.1
<b>LINER</b>	
Liner Weight (#/gsm)	90 / 145
Liner Type	White 2-Sided PE Coated Kraft
Liner Thickness (mils/μm)	6.7 / 170
Release Force @ 300" / min (g/2")	300-450
<b>PERFORMANCE GUIDANCE</b>	
Application Temperature	≥ +40 °F
Service Temperature	-40 °F to 180 °F
Shelf Life	1 year
Storage Temp / Rel. Humidity	70 °F / 50%
Outdoor Durability	3 years
Indoor Durability	*5 Years
Removability	1 year
<b>CERTIFICATIONS &amp; RATINGS</b>	
Flammability	ASTM E84 Class 1 or A (Rating Standard Test Method for Surface Burning Characteristics of Building Materials)

\* Indoor durability of material under normal conditions.

GF 264HTR | APRIL 2021

309 S. UNION | SPARTA, MI 49345 | P:(616) 887-7387 | T:(800) 253-3664 | F:(616) 887-0537

[WWW.GENERALFORMULATIONS.COM](http://WWW.GENERALFORMULATIONS.COM)

# TECHNICAL DATA SHEET

## GF 264HTR - 6.0 MIL MATTE WHITE EMBOSSED VINYL HIGH-TACK REMOVABLE WALL ADHESIVE

PRODUCT SNAPSHOT	APPLICATIONS	INK TYPE
<b>APPLICATION</b> <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 checked="" type="radio"/> POP/RETAIL <input checked="" type="radio"/> WALL <input type="radio"/> WRAP <input checked="" type="radio"/> WINDOW <input type="radio"/> FLOOR <input type="radio"/> TRANSLUCENT <input type="radio"/> FLEET <input checked="" type="radio"/> GENERAL SIGNAGE <input checked="" type="radio"/> INDOOR <input checked="" 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)
<b>SUBSTRATES/SURFACES</b> <input checked="" type="radio"/> SMOOTH PAINTED DRYWALL <input checked="" type="radio"/> GLASS <input type="radio"/> ACRYLIC		

### FAQS

Can I use GF 264HTR on multiple surfaces?	GF 264HTR is designed for wall murals, decals and graphics for most types of smooth painted interior walls. This includes most flat, semi-gloss and gloss paint finishes. The surface must be smooth and clean prior to application. If applying to new paint consult the paint manufacturer for proper drying conditions before GF 264HTR application. The adhesive is suitable for glass, tile, OEM painted metal, and most low surface energy surfaces.
Can I print edge-to-edge with GF 264HTR?	Yes! The high-tack adhesive technology allows the edges of full printed graphics to adhere well to the smooth wall surface.
When paneling larger jobs, do I use overlaps or butt-seams with this product?	Installation methods vary by both installer and project, but we consider either method to be acceptable, and the thickness and rigidity of GF 264 WallMark® Leather HTR makes it easy to align panels. Butt seams are preferred, and you can expect minimal shrink with interior applications. As a benefit of the HTR product, the adhesive allows for minimal overlap as the High Tack adhesive bonds aggressively to the textured face of the vinyl. If overlapping, we recommend at least ½" to 1" for overlapping panels.