



General Formulations' Traffic Graffik™ floor graphic system has consistently been an industry leader in floor solutions. Traffic Graffik™ systems consist of a print media and a clear protective overlaminating film. There are a variety of media films with the most popular being white and clear flexible vinyl. A host of print methods ranging from screen, offset, and digital can be used to create graphics on the print media. Adhesives differ as well depending upon your specific floor construction. The media experts at General Formulations can help you determine if you are using the correct media for your application. The second component of a Traffic Graffik™ floor decal is a clear protective overlaminate. Traffic Graffik™ decals originated due to the need for durable, short-term graphics on high traffic retail floors. A clear protective overlaminate thus became a key component in the production of floor graphic decals.



TYPICAL RETAIL APPLICATION

A Traffic Graffik™ overlaminate has multiple functions in a floor graphic application. The most obvious is that it offers protection for the ink printed on the media. For a three to six months' application in a heavy traffic retail environment, the ink needs protection from constant abrasion. Thin ink layers typical of flexographic or digital printing will not withstand constant abuse and will wear away in a short time without protection from an overlaminate. By protecting the ink, the graphic quality will be maintained and catch the attention of consumers over the duration of the promotion.

After the graphic has been applied the floor decal must be able to stand up to foot traffic. Decals in this category must have a traction rating to ensure that customers can safely cross them during daily activities. Overlaminates in this classification are engineered so that they will not become abnormally slick, which could cause a loss of traction and a potential slip/fall by the consumer. All General Formulations' Traffic Graffik™ overlays conform to Underwriters Laboratories 410 specification for floor material coefficient of friction requirements. The coefficient of friction of the overlaminate is a function of the film formulation and will not vary as the surface of the overlaminate wears from usage. Slip resistance will remain the same from the day of application to the day of removal.

In addition to graphic protection, the majority of the Traffic Graffik™ overlaminates are formulated from the same basic resins used to produce common commercial floor tiles. In heavy use environments these types of floors may be cleaned daily. Since these products are in the same chemical family as commercial floor tiles, the same cleaning and waxing procedures can be used on the floor and on the graphic overlaminate without causing premature failure of the graphic. The overlaminate will also withstand abrasion induced by scrubbing and polishing machines.

General Formulations produces a variety of traffic graphic overlaminates to meet your specific requirements. Each one offers unique options for a floor graphic (mostly appearance and thickness), but all are designed to provide the advantages previously listed. The tables at the end of this document briefly describe the differences



FLOOR MURAL

between these overlaminates. CVE-6.0-OL is the original overlay that gives maximum performance in hi-traffic commercial stores for up to six months'. General Formulations has added many other Traffic Graffic™ overlaminates to the line over time to provide a variety of appearances and/or to meet the requirement for extremely short term (less than 3 months) applications.

Over the product history of Traffic Graffic™ applications, usage has evolved from strictly retail point of purchase to use as directional signage, safety warnings, floor murals, trade show graphics and special events promotions. Marketers are continually coming up with new and exciting applications.

Traffic Graffic™ products have been designed for use in heavy traffic retail applications; as well as counter/ table mat promotions for fast food restaurants. In these instances the use of an overlaminates is a must for retaining the integrity of the graphic over time. Exposed inks will not have the abrasion or chemical resistance to withstand long term abuse and remain functional. In floor mural applications where customers are expecting long term use, an overlaminate is a must to preserve the integrity of the graphic and assure consistent coefficient of friction over the life of the mural. General Formulations has proven long term solutions for successful floor graphics. Our Traffic Graffic™ system that uses a print base with clear overlaminate is the best solution. For information on how to get the most out of your floor and counter areas and to find the best product for your specialized needs, contact your General Formulations customer service agent for assistance.

TRAFFIC GRAFFIC™ OVERLAY FILMS FOR SCREEN AND OFFSET PRINTING

	CVE-6.0-OL	VFC3-OL-AP	SR5-1.5AP	SR5-1.5P	PP-OL-AP
TYPE	Textured Vinyl	Smooth Vinyl	Textured Rigid Vinyl	Textured Rigid Vinyl	Textured Polypropylene
FILM THICKNESS	6.0 mils	3.0 mils	5.0 mils	5.0 mils	3.75 mils
ADHESIVE	Clear Acrylic	Clear Acrylic	Clear Acrylic	Clear High Performance Acrylic	Clear Acrylic
LINER	53# Paper	53# Paper	1.5 mil PET	1.5 mil PET	53# Paper
SLIP RESISTANCE	UL 410	UL 410	UL 410	UL 410	UL 410
INDOOR DURABILITY	6 months	3 months	6 months	6 months	6 months
APPLICATIONS	Floor Graphics, Counter Mats	Floor Graphics, Counter Mats, General Purpose Overlay	Floor Graphics, Counter Mats, General Purpose Overlay	Floor Graphics, Counter Mats, General Purpose POP Overlays	Floor Graphics Counter Mats, Interior, General Purpose Overlay, Indirect Food Contact Compliant

GENERAL FORMULATIONS' DIGITAL MEDIA OVERLAMINATES TO PRODUCE TRAFFIC GRAFFIC™ FLOOR SYSTEM

	211	217	109	213
TYPE	Textured Vinyl	Smooth Vinyl	Textured Rigid Vinyl	Textured Polypropylene
FILM THICKNESS	6.0 mils	3.0 mils	5.0 mils	3.75 mils
ADHESIVE	Clear Acrylic	Clear Acrylic	Clear High Performance Acrylic	Clear Acrylic
LINER	53# Paper	53# Paper	1.5 mil PET	53# Paper
SLIP RESISTANCE	UL 410	UL 410	UL 410	UL 410
INDOOR DURABILITY	6 months	3 months	6 months	6 months
APPLICATIONS	Floor Graphics, Counter Mats	Floor Graphics, Counter Mats, General Purpose Overlay	Floor Graphics, Counter Mats, General Purpose POP Overlay	Floor Graphics Counter Mats, Interior, General Purpose Overlay, Indirect Food Contact Compliant