

This guide is a working reference for the print shops, marketing agencies and installation partners we work with across Alberta. It distils 15+ years of field experience into a one-page film-selection tool — what we'd typically reach for given the substrate, the durability class, the environment, and Alberta's shoulder-season temperatures. It covers the six product lines we see most often on real jobs (3M, Avery Dennison, Drytac, General Formulations, PhotoTex and Contra Vision) plus the prep specs and cold-install rules that keep installs from coming back. Use it to brief a client, sanity-check a quote, or shortcut a product conversation with your supplier.

This matrix is a starting point, not a complete specification. Manufacturers change formulations, discontinue lines and update bulletins regularly, and no single sheet can cover every substrate, climate or project condition. **Always verify the current manufacturer's product data sheets and instruction bulletins before ordering, and run an on-site adhesion test before quoting permanence.** CDN Crew makes no warranty as to film selection, product performance, adhesion, or long-term durability — those sit with the manufacturer and the chosen product. **What we do warranty is our installation workmanship,** on every job we put our name on.

DURABILITY CLASS **T** Temporary — ≤6 mo, promo/event, peel-clean, usually no lam **R** Removable — ~1–3 yr, clean removal expected, retail/office

P Permanent — 3 yr+, max adhesion, exterior & wayfinding ❄️ = cold-install option exists — see cold panel

Film selection matrix — by application

Scan to your surface, read across. Brand picks are typical first choices — always confirm the current product bulletin for your batch.

SURFACE / SCENARIO	3M	AVERY DENNISON	DRYTAC	GENERAL FORMULATIONS	PHOTOTEX	LAMINATE & NOTES
Interior walls						
Smooth painted drywall Promo / short-run T	IJ40C-10 Removable, low-tack	MPI 2611 Removable; semi-gloss+ paint	ReTac Smooth 75/150 Ultra-removable	226 WallMark matte, removable, 3-yr	PhotoTex PSA polyester fabric, repositionable	OPTIONAL Matte only if high-touch
Smooth painted drywall Office / retail mural R	IJ40 / IJ35C	MPI 2611 or MPI 1105 (cast)	Polar Dynamic removable option	226 WallMark removable	PhotoTex PSA Class A fire · PVC-free · LEED	OPTIONAL Luster/matte for cleanability
Smooth painted drywall Permanent / premium P	IJ35C Cast, flat	MPI 1105 Cast	Polar Dynamic permanent option	226HTR high-tack removable	— fabric is removable by design	RECOMMENDED 3M 8519/8520 · DOL 1360 · GF 100

SURFACE / SCENARIO	3M	AVERY DENNISON	DRYTAC	GENERAL FORMULATIONS	PHOTOTEX	LAMINATE & NOTES
Textured wall * Brick · CMU block · stucco R P	Envision LX480mC or IJ180Cv3	MPI 1105 or MPI 2600 textured	ReTac Textures (R) Polar Grip (P)	229 WallMark canvas or 226HTR (high-tack)	PhotoTex EX / EXS for stucco / eggshell / texture	RECOMMENDED 3M 8548G/8549L · heat + Rollepro, centre-out
Exterior walls						
Smooth exterior wall Sound painted surface P	IJ180Cv3 Comply adhesive	MPI 1105 7-yr outdoor	Polar Premium + Protac Anti-Graffiti	226HTR + GF 242 HT removable + cast OL	PhotoTex + liquid lam 6–12 mo weather-rated	YES UV + abrasion · 3M 8518/8519 · DOL 1360
Textured / masonry exterior * Block · brick · stucco P	Envision SV480mC Extreme-temp, conformable	MPI 1105	Polar Street FX alu, no-lam, rough surface	229HTR + GF 242 HT removable, textured	PhotoTex EX + liquid lam shorter-term; cold-stable	YES Heat-form into texture · Street FX needs none
Glass & windows						
Interior glass graphic First-surface print R P	IJ35C / IJ40 or clear film	MPI 1105 / 2611	ViziPrint Impress (R) Deco+ (P)	255 OptiMark clear, removable · 221 decal	PhotoTex PSA original only — not Opaque on glass	OPTIONAL Luster cuts glare + protects
Exterior / storefront glass Weather-facing P	IJ180Cv3 or Scotchcal	MPI 1105	ViziPrint Deco+ clear PET, 7-yr	255 OptiMark + 242 or 207 cling (temp 3 mo)	PhotoTex + liquid lam shorter-term option	YES Clear lam + seal all edges
Privacy / frost Etched-glass look R P	FASARA polyester · Dusted Crystal (vinyl)	Frosted / etch film	ViziPrint Deco SR	— No GF frost line	— Not a frost product	NO Finished decorative film
One-way vision * Perforated — full panel below T P	Scotchcal Perforated	MPI perforated	— <i>clear films only</i> (ViziPrint ≠ perf)	WindowMark 232/260/270/280 50/50–80/20 + GF 242 OL	— Not a perforated product	CLEAR LAM Specialist: Contra Vision — see panel
Floors						
Interior floor Event / promo / retail T	Floor print film + 3M floor lam	MPI 2600 Wall & Floor UL 410, no-lam textures	SpotOn Floor 200 no-lam, R-rated, 6 mo	Floor film + GF 108 Tedlar, slip-resistant OL	— Fabric — not slip-rated	ANTI-SLIP Or use a no-lam floor-rated film
Interior floor High-traffic / long-term P	IJ180Cv3 + 3M floor system	MPI 1105 + anti-slip	Polar Grip + Interlam Pro Emerytex	Floor film + GF 108 embossed slip lam	— Not slip-rated	YES Slip-rated (R-rated)
Exterior pavement * Sidewalk / asphalt decal T	Outdoor street floor film	Outdoor floor film	Polar Street FX alu, no-lam, no heat	Outdoor floor + GF 108 slip-resistant Tedlar	— Not slip-rated	YES outdoor Street FX needs none
Hoarding						
Mall / interior construction Coroplast · Sintra/PVC · painted ply T R	IJ40 / IJ35C mounted or direct	MPI 2611 / 1105	Polar Dynamic	226 WallMark · 116 116 = clear mounting film	PhotoTex PSA Class A fire — good for enclosed malls	MATTE High-touch corridor · mind fire rating in enclosed malls

SURFACE / SCENARIO	3M	AVERY DENNISON	DRYTAC	GENERAL FORMULATIONS	PHOTOTEX	LAMINATE & NOTES
Exterior construction ✱ MDO ply · Dibond / Alupanel P	IJ180CV3 or Scotchcal	MPI 1105	Polar Premium + Protac Anti-Graffiti	Cast print + GF 108 Tedlar, graffiti-resistant	PhotoTex + liquid lam shorter-term; cold-stable	YES + anti-graffiti at street level · cold → X-Treme / Concept 203
Fence line / freestanding Mesh banner · skid signs T P	—	—	—	Printed PVC mesh or Alupanel / Coroplast skid on frame	— Not a banner / mesh product	N/A Not film-on-glass — zip-tie / batten; spec print + hardware

✱ Cold installs — below 8 °C (46 °F)

Standard pressure-sensitive vinyl bottoms out around 5–10 °C (41–50 °F), and Avery MPI 1105 needs ~15 °C. These are the films actually rated colder.

PHOTOTEX — THE FIELD FAVOURITE

Peel & Stick Fabric

- Polyester fabric backing stays flexible in cold; vinyl gets brittle
- Manufacturer rates it for **extreme heat & extreme cold** conditions
- Class A fire · PVC & PFAS-free · LEED — clean install for sensitive interiors
- Liquid-laminate for outdoor / longer durability (6–12 mo)
- Use **EX/EXS** on stucco / eggshell / texture · original on smooth

DRYTAC — WALLS & WINDOWS

Polar Grip + ReTac

- Polar Grip — exterior, to **-20 °C / -4 °F** (proven in BC winter)
- ReTac Smooth / Textures — removable interior walls & windows, to **5 °C / 41 °F**

WALLS & SIGNAGE

Continental Grafix X-Treme

- Rated to **-15 °C / +5 °F**
- High-tack calendared, bonds to LSE plastics & textured substrates
- Up to 5-yr outdoor — extreme-cold workhorse

GENERAL FORMULATIONS

Concept 203

- Rated to **+4 °C / +40 °F**
- Calendared, flat smooth surfaces only
- Budget cold option for hoarding / panels

FLOORS & WALLS

Continental Grafix Walk&Wall

- Rated to **-4 °C / +25 °F**
- Textured non-slip, no lamination needed

PERFORATED WINDOW

Cold-spec perf

- Contra Vision to **+4 °C / 39 °F**; AutoGraph (overlaminated) to **0 °C / 32 °F**
- panoRama Innova Ice — 60/40, to **-15 °C / +5 °F**, no heat

TECHNIQUE — APPLIES TO ALL

Stack the deck

- Warm the substrate & store rolls warm until install
- IPA mist on adhesive buys ~6 °C of headroom
- Post-heat & re-roll every edge; watch dew point / condensation
- Below the film's min — walk. Failure shows up weeks later

Perforated window film — quick reference

One-way vision works while the inside is darker than outside, and reverses after dark (graphic disappears, interior visible). Set client expectations on night appearance.

SPECIALIST RANGE — CONTRA VISION

Pick by lifespan

- **Performance** — premium white-on-black, up to **5 yr**, transit, building & long-term storefront
- **Advance** — PVC-free PET, up to **3 yr**, lower carbon
- **Campaign** — value range, up to **2 yr**, short-term promo
- **Performance HD** — micro-perf (1 mm holes), sharpest image & smoothest see-through
- **Clear** — clear-backed for **interior**, keeps natural light & clean look

APPLICATION SIDE

Interior vs exterior

- **Exterior-applied:** white-face / black-back, graphics out — best outdoor visibility; laminate or edge-seal
- **Interior-applied:** clear-backed (Contra Vision Clear), viewed from outside, protected from weather
- Also: 3M Scotchcal Perforated · Avery MPI perforated · GF WindowMark (232/260/270/280)

TINT RATIO (OPEN AREA)

See-through vs image

- **50/50** — balanced, common storefront
- **60/40** — brighter graphic, less see-through
- **70/30 · 80/20** — max image, lowest outward view
- Winter install? Use a cold-spec perf — see cold panel

Production & prep spec

What we need from the print shop, and what we do on site, to kill the seam / edge / adhesion callbacks.

SPEC	STANDARD	NOTES
Bleed	0.25"–0.5" loose graphics · 0.75"–1" wrapping a substrate edge · 0.125" flush-trim mounted	Tell us trimmed vs. wrap-edge before printing.
Panel overlap (seams)	0.5" smooth walls · 1" textured · butt / kiss-cut where seamless is needed	Sequence panels so overlap faces away from the main sightline — kills the shadow line.
Panel width / tiling	Plan to material & printer width (commonly ≤54")	Place seams at logical breaks (corners, mullions), not across a face or logo.
Surface prep	Clean with 70% IPA / degreaser, dry fully, dust-free	Don't use IPA on finished laminate faces (DOL-Z, high gloss) — it can matte them. PhotoTex Opaque: use damp rag only, not IPA.
Paint cure	Latex fully cured — often 30+ days before any film	Fresh paint is the #1 hidden adhesion failure (same for PhotoTex).
Adhesion test	Walls: 3M MCS warranty needs ≥ 1000 g / 15 min	Test painted walls before quoting permanence; leave a scrap up a few days if you can.
Windows	Decide first-surface (interior-applied) vs second-surface; allow for frame / muntin overlap	Perf: interior clear-back vs exterior white/black — confirm view direction first.
Floors	Clean & dry, no fresh wax / sealer, round the corners, tamp edges	Slip rating is a safety / liability item in public spaces — don't skip it.

Full terms at top of sheet. Confirm against current 3M, Avery Dennison, Drytac, General Formulations, PhotoTex and Contra Vision product & instruction bulletins for your batch. No vehicle/fleet films listed by design.