



XCEL PRODUCTS, INC.



XMR™ - XCEL MAGNETIC RECEPTIVE MEDIA

XMR™ is the next generation of magnetic receptive media. You asked and we listened, this is a high quality product with some incredible features that is also truly affordable. XMR offers significant savings over existing products in the market. One look and you'll see why we are so excited to introduce this game changing media.

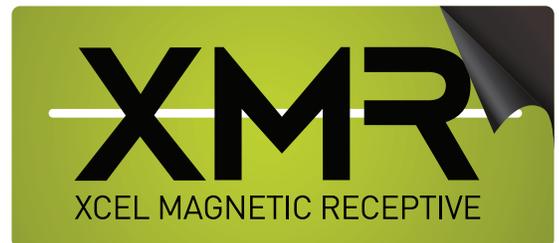
FEATURES & BENEFITS

- **Truly affordable.....** Up to 50% savings over existing magnetic receptive products in the market
- **Up to 74" wide.....** Maximize output speeds on larger graphics
- **Superior print quality.....** Reliable, consistent and proven print surface
- **No coating issues.....** Naturally receptive print surface - no need for top-coating
- **Easy to clean.....** Fingerprints and other minor blemishes are easily cleaned without residue
- **No edge chipping.....** Material that cuts smooth without delamination
- **Smooth backside.....** Eliminate scratches on prints when stacked or rolled up
- **Universal compatibility...** One material for most inks - Solvent, UV and Latex
- **Easy installation.....** Roll it up and roll it on - no professional installation required
- **Custom rolls & sheets.....** No job too large or small - Xcel converts to your needs

STANDARD SPECIFICATIONS

Total Thickness	12.5-mil (+/- 1-mil)
Gloss Level	11.5 (+/- 1.2 gs)
Dyne Level	33
Storage Conditions	50% RH / 70° F
Shelf Life	1 year

**For indoor use only unless the edges are concealed against outdoor elements*



powered by **ULTRAFLEX**
SYSTEMS INCORPORATED

STANDARD ROLL SIZES

- 54" x 150' • 60" x 150'
- 74" x 150' • 60" x 300'

Custom rolls or sheets available

Premium magnetic display fixtures available.
Visit xcelfixtureshop.com for more information >

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - Eco-Solvent, Solvent, Latex, UV-Cured
Flexo - Conventional, UV-Cured
Litho / Offset - Conventional, UV-Cured
Screen - Conventional, UV-Cured

STANDARD APPLICATIONS

Wall & Fixture Graphics
Retail POP & POS Graphics
Menu Boards & Directories
Interior Design Decoration

Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to this media. Xcel recommends testing the product for all intended applications and print technologies.

VISIT OUR NEW WEBSITES »
xcelproducts.com
 AND
xcelfixtureshop.com

Give us a call!
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