

ACTION™ Magnet is the matched magnetic base component for XMR™ - Xcel Magnetic Receptive Media. This permanently magnetized material is typically installed once and is the ideal base for magnetic receptive graphics. It is also 100% compatible with all known magnetic receptive media. There are several variations of ACTION Magnet for different applications. If needed, XCEL can customize a product for a specific application and also convert to sheets or custom roll sizes.

30-mil Standard Energy with Indoor Adhesive (MAM30SE)

- Hi-tack permanent adhesive great for mounting to smooth surfaces or creating your own backer boards
- Supports 1-2 layers of XMR™ - Xcel Magnetic Receptive Media
- Standard Roll: 24.375" x 50' & 48" x 50' *(Custom rolls and sheets available upon request)*

30-mil Standard Energy with PLUS Adhesive (MAM30PLUS)

- Premium solvent-acrylic adhesive that is suited for demanding environments that include sunlight or larger temperature changes
- Supports 1-2 layers of XMR™ - Xcel Magnetic Receptive Media
- Standard Roll: 24.375" x 50' *(Custom rolls and sheets available upon request)*

30-mil Standard Energy with White Vinyl Face and Indoor Adhesive (MAM30WPSA)

- Printable, magnetized white matte face to show when XMR is not applied with hi-tack adhesive for mounting to smooth surfaces
- Supports 1 layer of XMR™ - Xcel Magnetic Receptive Media
- Standard Roll: 24.375" x 50' *(Custom rolls and sheets available upon request)*

30-mil High Energy with Indoor Adhesive (MAM30HE)

- Hi-tack permanent adhesive great for mounting to smooth surfaces or creating your own backer boards
- Supports 2-3 layers of XMR™ - Xcel Magnetic Receptive Media
- Standard Roll: 24.375" x 50' & 48" x 50' *(Custom rolls and sheets available upon request)*

40-mil High Energy Double-Sided (MAM40HE)

- Magnetized on both sides of the sheet for application to metal or magnetic receptive surfaces without the use of adhesives
- Perfect companion product for XMR™ Primer
- Supports 2-3 layers of XMR™ - Xcel Magnetic Receptive Media
- Standard Roll: 24.375" x 50' & 48" x 50' *(Custom rolls and sheets available upon request)*

- **Adhesive backed magnet is not intended for application to painted drywall or other textured surfaces.**
- **We recommend magnetic receptive paint and high energy double-sided magnet for direct to wall applications.**

STANDARD SPECIFICATIONS

	MAM30SE	MAM30PLUS	MAM30WPSA	MAM30HE	MAM40HE
Minimum Strength <i>(pull/lbs per sq ft at 0 air gap)</i>	95	95	45	150	165 each side
Gauss <i>(at 0.25" gap)</i>	<1	<1	<1	<1	<1
Gauss <i>(at 2 meters)</i>	0	0	0	0	0

PRODUCT SAFETY: ACTION™ Magnet is ferrite-based and poses no health or safety issues. This type of magnet does not emit a strong magnetic field therefore does not cause interference or damage to pace makers, monitors or other electronic equipment. Due to the low gauss emission, it is not labeled as magnetized material per IATA (International Air Transportation Association) definition and therefore can be air shipped in bulk quantity.

XCEL does not represent, warrant or guarantee that all ink will adhere to this media or the adhesives will stick to all surfaces. XCEL strongly recommends testing the product for all intended applications and print technologies.

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ACTION™ Magnet Preparation and Considerations

Lay flat: Rolled magnet has a curl “memory” that will relax over time. Magnet MUST lay flat prior to installation. Magnet must be unrolled, placed with the curled side down and allowed to lay flat for a minimum of 60 minutes, but preferably overnight. Trying to install the magnet with curl (pulling away from the surface), combined with the weight of the magnet, will increase the chance of adhesion failure.

Temperature: To accelerate adhesion to the substrate, it is crucial that the adhesive-backed magnet be warmed to 50° F or higher.

Weight: Magnet is generally heavy. Use caution and proper lifting techniques when moving or working with this material.

Tiling: It is recommended that panels be applied with a slight gap (1/32” to 1/16”). The gap allows the XMR™ to span over this seam with little or no visible affect. Butt seaming, can introduce a ridge or tenting that might be visible in the magnetic receptive layer(s). Even though it may appear flat initially, subtle movement in the magnet or the substrate may occur over time, making the defect more visible.

Surface Preparation: The intended application surface must be clean of dirt, dust, grease, and other contaminants. The risk of adhesive failure is significantly increased when not applying to a properly prepared surface. It is the responsibility of the purchaser and installer to prepare and test all intended surface(s) for adhesion prior to final installation.

Adhesive backed magnet is not intended for application to painted drywall or other textured surfaces. Magnetic receptive paint and high energy double-sided magnet is recommended for direct to wall applications.

STANDARD INDOOR ADHESIVE

An aggressive, general purpose, rubber-based pressure sensitive adhesive with a thin polyester carrier. The carrier film provides dimensional stability and superior die cutting properties. Typically used for bonding to metal, plastics and most low or unplasticized substrates. The liner is 60# densified, semi-bleached kraft paper.

PHYSICAL PROPERTIES	Typical Value	U/M	Test Method
Quick Tack on Stainless Steel	10.0	Lbs/Sq In	CTM-25
Peel Adhesion on Stainless Steel (30 minutes)	8.0	Lbs/In	PSTC-3
Shear on Stainless Steel (1000 g/sq in @ 72°F)	300+	Hours	PSTC-7
Adhesive Thickness with PET Carrier	.0029	Inches	Caliper
Application Temperature Range	Above 50	°F	-
Service Temperature Range	0 - 150	°F	-

PLUS ADHESIVE

A high performance, acrylic-based pressure sensitive adhesive with a thin polyester carrier. The carrier film provides dimensional stability and superior die cutting properties. Typically used where high shear strength, solvent resistance and exposure to UV light are required. The liner is 60# densified, semi-bleached kraft paper.

PHYSICAL PROPERTIES	Typical Value	U/M	Test Method
Quick Tack on Stainless Steel	4.5	Lbs/Sq In	CTM-25
Peel Adhesion on Stainless Steel (30 minutes)	4.0	Lbs/In	PSTC-3
Shear on Stainless Steel (1000 g/sq in @ 72°F)	300+	Hours	PSTC-7
Adhesive Thickness with PET Carrier	.0052	Inches	Caliper
Application Temperature Range	Above 50	°F	-
Service Temperature Range	0 - 250	°F	-

Adhesive Shelf Life: Two years when stored at 75°F and 50% relative humidity

These typical results are based on test procedures which are believed to be reliable. Due to variable conditions or methods of processing, Xcel Products implies NO GUARANTEES OR WARRANTIES ARE EXPRESSED OR IMPLIED INCLUDING THE IMPLIED WARRANTY OF MERCHANTABILITY AND FITNESS FOR A SPECIFIC PURPOSE, nor any recommendations made to infringe on any patents.

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