



XCEL PRODUCTS, INC.



X-WALL™ CHANGEABLE MEDIA

X-Wall™ products are white, printable vinyl, polyolefin and woven PET films with ultra-removable, temporary, repositionable adhesive and ideal for short-term P-O-P/P-O-S promotions. Their high quality construction offer excellent print quality and superior lay-flat properties. Designed to adhere to interior walls, glass or other smooth surfaces and remove without leaving any residue. X-Wall™ is the premier choice for temporary wall graphics.

X-Wall™ Standard is a recognized standard in the industry, this 6-mil vinyl film with removable wall adhesive offers great performance at an exceptional value. **Not compatible with all Latex devices (profile dependant).*

X-Wall™ Premium is an 8-mil vinyl film with removable wall adhesive. The thicker film is easier to apply and hides slight wall textures to give a clean, flat appearance. **Not compatible with all Latex devices (profile dependant).*

X-Wall™ Lite is a 2.6-mil non-vinyl film with removable wall adhesive. The most cost-effective product for quick, frequent change-outs. **Not compatible with Digital/Inkjet: Eco-Solvent, Solvent or Latex.*

X-Wall™ Fabric provides a professional textured surface that mimics premium wall coverings without the messy glues or complicated installation. It is a non-pvc product that is made in the U.S.A. and has a superior bright white finish. With X-Wall Fabric there is no need to sacrifice elegance for a cost-effective media.

STANDARD SPECIFICATIONS	X-Wall™ Lite	X-Wall™ Standard	X-Wall™ Premium	X-Wall™ Fabric
Base Film	Gloss Olefin	Matte PVC	Matte PVC	Woven PET
Standard Gauge	2.6-mil	6-mil	8-mil	7-mil
Liner	90#	90#	90#	60#
Standard Width <i>(Others available with minimum order)</i>	54"	54"	54"	54"
Minimum Application Temperature	50° F	40° F	40° F	40° F
Shelf Life <i>(When stored in conditions of 70° F & 50% relative humidity)</i>	12-months	12-months	12-months	12-months
Indoor Durability <i>(Estimated)</i> Indoor use only. Not recommended for outdoor use.	12-months	24-months	24-months	24-months

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

**See notes above for compatibility exceptions*

STANDARD APPLICATIONS

Temporary/repositionable graphics
Promotional advertising
Point-of-purchase displays
Decorative architectural finishes
Temporary wall coverings

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.

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xcelproducts.com
AND
xcelfixtureshop.com

Give us a call!

763-231-3040

sales@xcelproducts.com





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X-WALL™ - INSTALLATION GUIDELINES

X-Wall™ graphics require testing, care and patience during installation to ensure satisfactory performance.

STOP INSTALLATION NOW - If your surface has been painted or wall papered in the last 30 days.

STOP INSTALLATION NOW - If your surface has a raised textured finish.

The following surfaces are typical for X-Wall™ Media:

- Smooth, non-textured painted drywall
- Other smooth, non-textured, non-porous surfaces such as glass, laminate or metal
- Smooth, non-textured wall paper
- Flat, smooth, finished wood surfaces such as doors, fixtures and paneling

PLEASE NOTE: All surfaces must be tested for adhesion prior to final installation.

Please call for sample material if needed. Although most installations remove without any issues, Xcel is not responsible for damage to the surface upon removal.

The following surfaces are NOT recommended for X-Wall™ Media:

- Textured wallpaper
- Textured walls (speckled, orange peel, etc.)
- Brick or concrete block
- Unpainted drywall
- Outdoor Walls
- Direct application to vehicles
- Any other surface that is rough, textured, uneven or porous

GRAPHIC APPLICATION INSTRUCTIONS

1. Clean the intended surface thoroughly and allow plenty of time to dry.
2. Do not use cleaners that may leave a residue. TSP, water and isopropyl alcohol typically work well.
3. Lay the graphic flat to allow the memory from the roll to relax.
4. With the liner on, position the graphic on the intended surface and temporarily hold with tape.
5. Create a hinge at the top of the graphic with a line of tape (half on the graphic and half on the surface).
6. Lift the bottom of the graphic and peel the liner off, starting closest to the tape hinge.
7. Starting at the top of the graphic edge, press the exposed adhesive to the surface.
8. Continue to adhere the graphic, working towards the bottom removing air bubbles as you go.
9. If repositioning is necessary, remove the graphic gently and reapply.
10. The use of water or application fluid is not recommended.

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