



# XMR™ v3.0 - LATEX MAGNETIC RECEPTIVE MEDIA

**XMR™ v3.0 LATEX** is the newest version of XMR™ magnetic receptive media. XMR LATEX is specifically designed for latex inkjet printing. It is more heat resistant and offers better layflat than previous versions in latex printers. XMR LATEX also has the same features that you already love. Easy cutting with no edge chipping and still the best price point in the industry. In addition, XMR LATEX now incorporates enhancements including a stronger pull strength and improved durability for the most demanding, high traffic environments.

## FEATURES & BENEFITS

- **Superior print quality.....** Reliable, consistent and proven print surface
- **No coatings required.....** 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 printers and inks - Eco-Solvent, UV, and **NOW 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	15-mil (+/- 1-mil)
Gloss Level	11.5 (+/- 1.2 gs)
Dyne Level	33
Storage Conditions	50% RH / 70° F
Shelf Life	1 year
<i>*For indoor use only unless the edges are concealed against outdoor elements</i>	

## STANDARD ROLL SIZE

• 60" x 100'

*Custom rolls or sheets available*

## PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - Eco-Solvent, Solvent, UV-Cured & Latex  
 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

Now offering affordable magnetic fixtures & displays at:



*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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 AND  
**xcelfixtureshop.com**

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