



XMR™ DS - DOUBLE-SIDED MAGNETIC RECEPTIVE MEDIA

XCEL is very pleased to announce the next generation of magnetic receptive media: **XMR™ DS-DOUBLE-SIDED MAGNETIC RECEPTIVE**. Imagine printing two graphic change-outs at one time. You'll save material cost, production time and also cut shipping costs in half. Just like when magnetic receptive graphics came into the market, XMR Double-Sided will revolutionize how graphic updates are done. It's great for bi-lingual campaigns as well. Providing one graphic with two languages will alleviate administrative and logistical headaches.

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
- **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	18-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*

STANDARD ROLL SIZE

• 60" x 100'

Custom rolls or sheets available

Now offering affordable magnetic fixtures and displays at:



XMR™ DS sold in rolls will have temporary memory curl. Before installing, please allow adequate time for the graphics to lay flat. Rewind roll backwards if needed. Not designed for use with multi-layered graphics on standard energy magnet. HE magnet 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

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

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