



XCEL
FIXTURE
SHOP.com

featuring:

the **FUTURE** of magnetic receptive media



powered by **ULTRAFLEX**
SYSTEMS INCORPORATED



-AND-

DECO channel™ & DECO fixtures™



XCEL

what is magnetic receptive?

Magnetic receptive media is a new class of digital print media that is growing in popularity in the global graphics market. This term is used to describe a two-part system, the magnet base and the magnetic receptive film, for easily changeable graphics and messaging.

Magnetic receptive media contains a ferrous metal component which allows the media to be attracted to a magnet base or fixture. This is where the term magnetic receptive comes from. Magnetic receptive media only works in conjunction with a base magnet or magnetic fixture. Magnetic receptive media has all the benefits of a magnet, such as ease of install without the major downfall of printable magnets which is weight and high shipping costs.

Magnetic receptive media also allows customers to eliminate the need for continuous installation costs due to the ease at which magnetic receptive media can be installed by non-specialized personnel (i.e. retail employees).



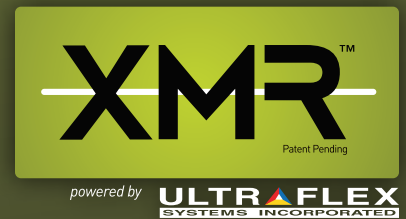
why XMR™?

XMR™ comes in a variety of sizes up to 74" wide, the widest in the market.

XMR™ is inherently printable and does not contain a top-coating. As a result, finished prints can be easily cleaned without worry of damaging the graphic. Because the surface is so durable, XMR™ does not require a laminate for protection.

XMR™ is more resilient than the competition and does not "kink" like polypropylene or polyester based media.

XMR™ is the most cost effective magnetic receptive media in the market and is now compatible with LATEX ink technology.



NEW XMR™ DS-DOUBLE-SIDED

By printing on both sides of this magnetic receptive media, you can provide two graphic change-outs at one time. You'll save material cost and cut shipping costs in half. XMR Double-Sided will revolutionize how graphic updates are done.

- Bi-Lingual Campaigns
- Graphic Changeouts for Short-Term Displays
- Combine Sales Events with Standard Campaigns

ACTION™ magnet

ACTION™ Magnet is the matched magnetic base component for XMR™ - Xcel Magnetic Receptive Media. This permanently magnetized material is typically installed once acting as the base for the XMR™ magnetic receptive graphics. There are several variations of ACTION Magnet for different applications. Customized products or sizes for a specific application are also available upon request.

30-mil Standard Energy with Indoor Adhesive (MAM30SE-24)

- Hi-tack permanent adhesive great for mounting to smooth surfaces or creating your own backer boards

30-mil Standard Energy with PLUS Adhesive (MAM30PLUS-24)

- A premium adhesive that is resistant to outdoor elements such as sunlight or large temperature changes

30-mil Standard Energy with White Vinyl Face and Indoor Adhesive (MAM30WPSA-24)

- Printable, magnetized white matte face to show when XMR is not applied with same hi-tack adhesive for mounting to smooth surfaces

30-mil High Energy with Indoor Adhesive (MAM30HE-24)

- Hi-tack permanent adhesive great for mounting to smooth surfaces or creating your own backer boards

40-mil High Energy Double-Sided (MAM40HE-24)

- Magnetized on both sides of the sheet for application to metal fixtures or magnetic receptive surfaces without the use of adhesives

ACTION™ magnet panels

ACTION™ Magnet Panels are made with eco-Board™ XP base and magnet face and offer a perfect permanent base for menu boards, P-O-P displays, wall murals and much more. These panels are available in a few standard sizes, but can easily be customized to fit your application. These modular panels are ready for install and built to last.



Shown with XMR™ Graphics
(Sold Separately)

ACTION™ Magnet Panels

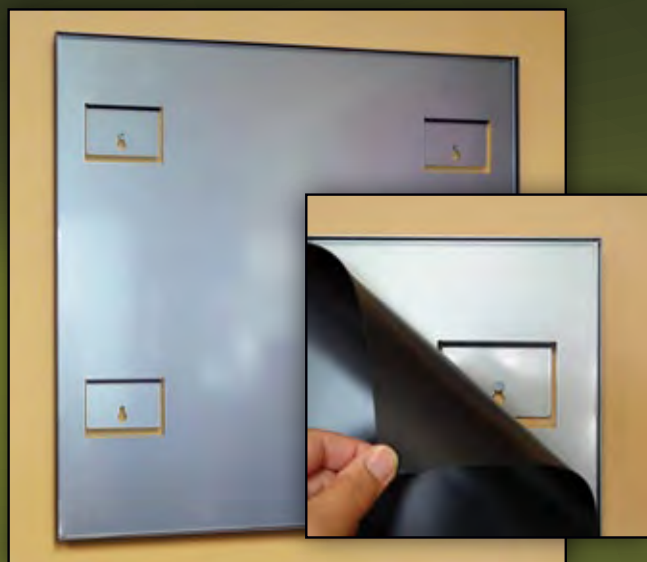


Standard Sizes: 22" x 22" and 24" x 32" (1/4" thick)

ACTION™ magnet frames



ACTION™ Magnet Frames are one-piece steel construction and utilize a .040" Double-Sided HE ACTION™ Magnet insert. These frames offer a sturdy, tamper-resistant permanent base for menu boards, P-O-P displays, wall signage and much more. Custom sizes are available to fit your application or install them next to each other to create a larger image area.



Metal Frame with ACTION™ Magnet Insert



Standard Sizes: 22" x 22" and 22" x 32" (1/4" inside depth / 5/8" depth)

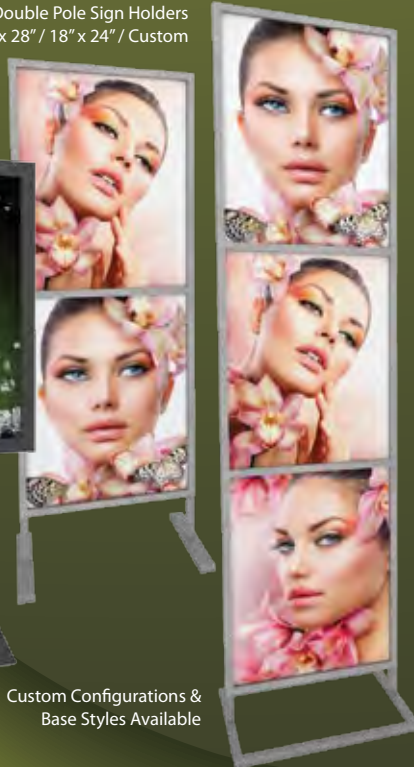
XFS™ fixtures

XFS™ Fixtures - A new line of sign holders that deliver a great product at an affordable price with new and unique features available, such as custom decoration and magnetic inserts to support XMR™ magnetic receptive media. Custom decoration will provide a distinct look and highlight your brand like never before. Choose from standard patterns like, wood grain, carbon fiber and camouflage. We can also customize the pattern to fit your brand and colors. Imagine the possibilities! Custom sizes and designs can be produced with low minimums, quick lead times and cost effective pricing. Call for more information today.

Single Pole Sign Holders
22" x 28" / 18" x 24" / Custom



Double Pole Sign Holders
22" x 28" / 18" x 24" / Custom



Custom Configurations &
Base Styles Available

DECO channel™

DECO channel™ is an exciting new product that will enhance your hanging signs like never before. Easy closing snap channel is now available in unique decorated patterns for a truly custom look that compliments your brand.



Available Finishes

- Wood Grain • Carbon Fiber • Stone /Granite
- Camouflage • Water Drops • And much more!

DECO fixtures™

Xcel has developed decorating techniques that allows us to apply standard or custom finishes to most 3-Dimensional displays, fixtures and other objects to create a unique look that can't be achieved with traditional print methods. Deco fixtures™ will turn the ordinary into extraordinary.



Custom Decorated Fixtures

INNOVATIVE PRINT MEDIA

XCEL offers the highest quality products and the best service in the industry. A refreshing approach with a variety of products that are application driven. We have the experience to develop, manufacture, and convert the media solutions you need.

FEATURED PRODUCTS:

- XMR™ Magnetic Receptive Media
- ACTION™ Magnet Solutions
- Eco-Clear™ Static Cling Films
- EcoMedia™ Blockout Banner
- Blockout (Stoplight) Paper
- X-Glass™ Window Films
- X-Wall™ Media
- General Formulations Concept®
- Ultraflex Banner & Media
- And Much More!

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rev1 10-21-15



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763-231-3040