QUALITY
MEDIA AND LAMINATING SOLUTIONS
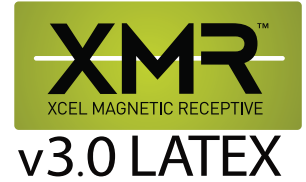
XMR v3.0 XCEL Latex Magnetic Receptive

X XCEL

XMR™
XCEL MAGNETIC RECEPTIVE

v3.0 LATEX

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 / 70º F
Shelf Life	1 year
For indoor use only unless the edges are concealed against outdoor elements	

Information provided here is based on research and is believed to be reliable as of printing date. The information does not constitute a warranty. All material should be tested by purchaser to determine final suitability. Quality Media will not be held responsible for customers end use of product. Quality Media is available for directions and advice as to proper use and application of our products.

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