XMR™ v2.0 - XCEL MAGNETIC RECEPTIVE MEDIA

XMR™ v2.0 is the new standard of magnetic receptive media. XMR offers an impressive array of benefits from large format printer compatibility (up to 74 inches), no edge chipping without sacrificing performance at an affordable price point. New XMR v2.0 now incorporates enhancements including a brighter, more neutral white, enhanced stiffness, and improved durability for even the toughest, high traffic environments.

FEATURES & BENEFITS

- **Truly affordable.....**   Up to 50% savings over existing magnetic receptive products in the market
- **Up to 74" wide.....**   Maximize output speeds on larger graphics
- **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 Conventional
- **Easy installation.....**   Roll it up and roll it on - no professional installation required
- **Backwards compatible....**   No need to change your existing fixtures - XMR will adhere to existing magnet
- **Custom rolls & sheets.....** No job too large or small - Xcel converts to your needs

STANDARD SPECIFICATIONS

Total Thickness	13-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

STANDARD ROLL SIZES

- 54" x 150'   • 54" x 100'
- 60" x 150'   • 74" x 150'

Custom rolls or sheets available

PRINTER TYPE / INK COMPATIBILITY
Digital / Inkjet - Eco-Solvent, Solvent, UV-Cured
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