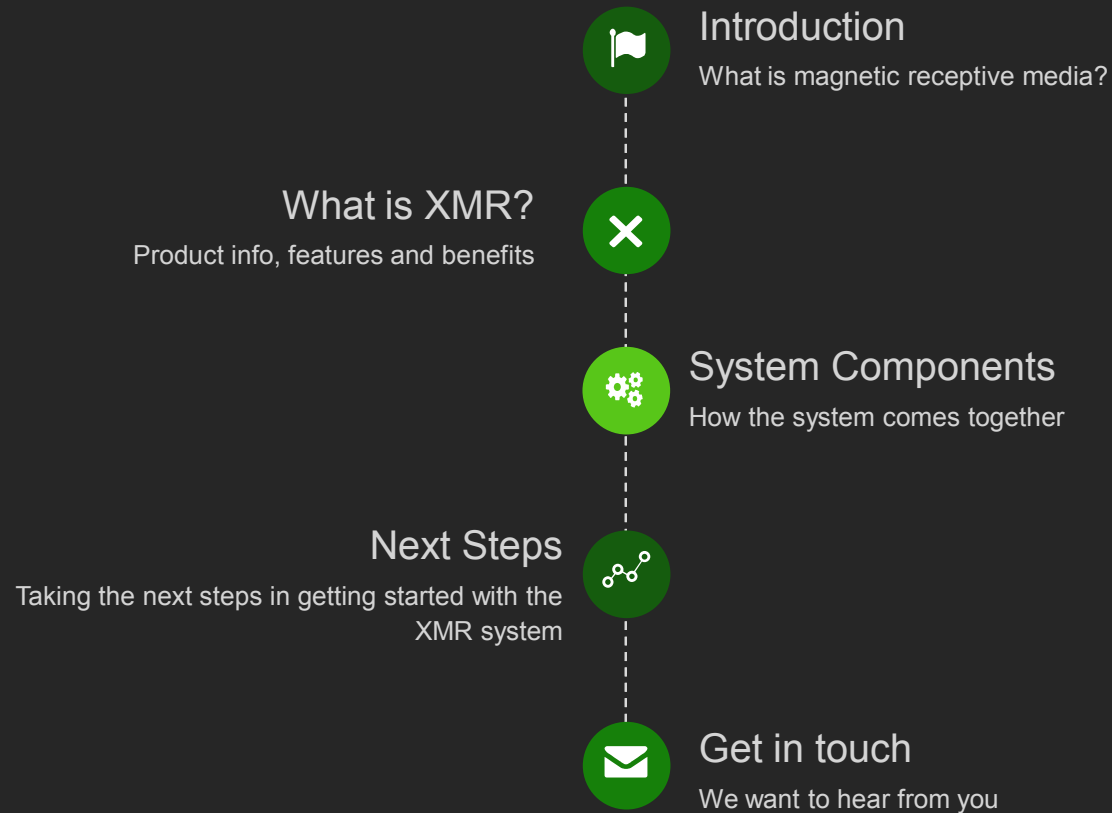


XMR™ Basics

An introduction to XMR, the future of magnetic receptive media.



Outline





Introduction

What is magnetic receptive media?



What is magnetic receptive media?

What makes it different from a magnet?

- ✓ **Magnetic receptive media is:**

A new class of digital print media that is growing in popularity in the global graphics market.

- ✓ **Magnetic receptive contains:**

A ferrous 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 which we will discuss in more detail later in the presentation.

- ✓ **Magnetic receptive media has:**

All the benefits of a magnet (i.e. ease of install) without the major downfall of printable magnets which is weight. Magnetic receptive media is much lighter than a magnet which results in more commercial viability in high volume, frequently rotated applications such as retail graphics.

- ✓ **Magnetic receptive media allows customers to:**

Eliminate the need for continuous installation costs due to the ease at which magnetic receptive media can be installed and de-installed on site by non-specialized personnel (i.e. retail employees).





What is XMR?

Product info, features and benefits.



What is XMR™?

Information, features and benefits.

- ✓ XMR™ is Ultraflex's new magnetic receptive media.
- ✓ XMR is not a magnet.
- ✓ XMR comes in a variety of sizes up to 74" wide making it the widest magnetic receptive solution in the market.
- ✓ XMR is inherently printable and does not contain a coating. As a result, finished prints can be easily cleaned with a damp cloth without worry of damaging the graphic.
- ✓ XMR does not require a laminate to be applied to finished prints.
- ✓ XMR is more resilient than the competition and does not "kink" like polypropylene based media during the finishing or handling processes.
- ✓ XMR can be sheeted upon request. Sheeted projects will be quoted and converted on a per-order basis, contact your Ultraflex representative for more details.





System Components

How the system comes together.



System Components

The three keys to success.



01 Identify an opportunity

The first step in the process is to identify an opportunity or application that lends itself to the XMR system. Some good examples of applications that present opportunities are retail displays, menu boards, and corporate graphics.



02 Develop base fixture

Once the application or opportunity is identified, the next step would be to develop a base fixture. The base fixture serves as the magnetic base to which the magnetic receptive graphics adhere to.



03 Run campaign on XMR™

Once the base fixture is installed you can produce a variety of campaigns and changeouts using XMR system that can easily be installed and de-installed on the same initial base fixture.

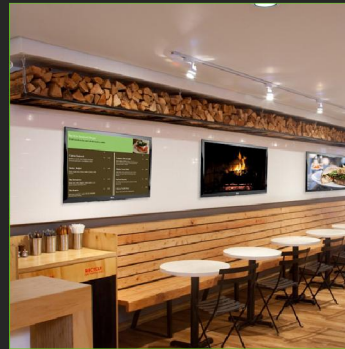


Identify an Opportunity

Examples of ideal applications for the XMR™ system.



Retail Displays
easy change-outs



Menu Boards
durable graphics




Office Signs
layering benefits




Exhibit Graphics
Interactive displays

Develop Base Fixture

The two main options for creating a base fixture for your XMR campaign



XCEL PRODUCTS, INC.



ACTION™ MAGNET Magnetic Base for XMR-Xcel Magnetic Receptive Media

ACTION™ Magnet is the matched magnetic base component for XMR™-Xcel Magnetic Receptive Media. In most applications, this permanently magnetized material is installed once and is the base for the magnetic receptive graphics. It is also 100% compatible with all known magnetic receptive media and Xcel guarantees the same performance as the InvisiLock® products. There are several variations of Action Magnet for different applications. If needed, Xcel can create a product for a specific application and also convert it to stock or custom roll sizes.

20-in Standard Energy with Indoor Adhesive (MAGNET-20)

- Quick permanent adhesive paste for mounting to smooth surfaces or creating your own base boards
- Supports multiple types of 500™-Xcel Magnetic Receptive Media
- No weight limit: 25 LBS / 11.3 KG (maximum weight depends on mounting surface)

20-in Standard Energy with VLS Adhesive (MAGNETVLS-20)

- Adhesive an adhesive that is applied to various surfaces such as concrete or large temperature changes
- Supports multiple types of 500™-Xcel Magnetic Receptive Media
- No weight limit: 25 LBS / 11.3 KG (maximum weight depends on mounting surface)

30-in Standard Energy with White Vinyl Tape and Indoor Adhesive (MAGNETVMS-30)

- Ideal for mounting to smooth surfaces and large areas. Media is applied to the white vinyl tape and then mounted to the action magnet
- Supports multiple types of 500™-Xcel Magnetic Receptive Media
- Standard Roll: 24 in x 10 ft. Customized roll lengths also available

20-in High Energy with Indoor Adhesive (MAGNET-20C)

- Quick permanent adhesive paste for mounting to smooth surfaces or creating your own base boards
- Supports multiple types of 500™-Xcel Magnetic Receptive Media
- Standard Roll: 24 in x 10 ft. Customized roll lengths also available

40-in High Energy Double-Sided (MAGNET-40C)

- Designed to be used for mounting to smooth surfaces or creating your own base boards
- Supports multiple types of 500™-Xcel Magnetic Receptive Media
- No weight limit: 25 LBS / 11.3 KG (maximum weight depends on mounting surface)


Customized magnet for specific application

- Customize magnet for specific application (e.g. mounting to different surfaces, creating your own base boards)
- No weight limit: 25 LBS / 11.3 KG (maximum weight depends on mounting surface)

STANDARD SPECIFICATIONS	20-INCH	30-INCH	40-INCH	50-INCH
Minimum Weight (per 24 in x 10 ft roll)	10	10	10	10
Maximum Weight (per 24 in x 10 ft roll)	25	25	25	25
Weight (per 24 in x 10 ft roll)	10	10	10	10


PRODUCT SAFETY: Action Magnet is flame-retardant and meets or exceeds all safety standards. The type of magnet used and with a strong magnetic field. Therefore, please refer to the Xcel website for more information.

For more information, contact us at: sales@xcelproducts.com




DISPLAYS & FIXTURES

Utilize these display systems for quick change graphics. Easy to install, easy to use and easy to expand. All of our systems are modular in design and can be expanded to meet the changing needs of your environment.




ACTION™ Magnetic Base Boards

View Products




Digital Mount Frames

View Products



ABERY™ Flexible LED Backlit Frames

View Products



Floor Standing Displays

View Products

Use ACTION™ Magnet and create your own base.

ACTION Magnet is the matching magnetic base component of the XMR system. In most applications, this permanently magnetized material is installed once and is the base for magnetic receptive graphics. It is also 100% compatible with all known magnetic receptive media and is guaranteed to have the same performance characteristics as the InvisiLock® products. There are several variations of the the Action Magnet for different applications. When designing a program that utilizes the XMR system, please contact your local Ultraflex representative for guidance on selecting the correct base magnet for your intended application.

Pre-fabricated fixtures from Xcel Fixture Shop.

Utilize these pre-fabricated magnetic display systems for quick change graphics. Easy to install, easy to use and easy to expand. All of these systems are modular in design and can be expanded to meet the changing needs of your environment and your customers. Log onto xcelfixtureshop.com for more details.



Run Campaign on XMR.

From initial roll-out to final change-out, XMR is the ideal solution for cutting edge campaigns.

	Adhesive Vinyl		Rigid Board		XMR	
	Initial	Change-out	Initial	Change-out	Initial	Change-out
Print/Material	\$ 100.00	\$ 100.00	\$ 96.00	\$ 96.00	\$120.00	\$80.00
Packaging	\$ 2.00	\$ 2.00	\$ 14.00	\$ 14.00	\$ 4.00	\$ 2.00
Shipping	\$ 20.00	\$ 20.00	\$ 100.00	\$ 100.00	\$60.00	\$20.00
Installation	\$ 64.00	\$ 128.00	\$ 0.00	\$ 0.00	\$ 128.00	\$0.00
Total Cost/unit	\$ 186.00	\$ 250.00	\$ 210.00	\$ 210.00	\$ 312.00	\$102.00
Total Cost/ft ²	\$ 11.625	\$ 15.625		\$ 13.125	\$ 19.50	\$ 6.375
Total Cost/event	\$ 46,500	\$ 62,500	\$52,500	\$ 52,500	\$ 78,000	\$ 25,500
Campaign Cost		\$ 234,000		\$ 210,000		\$ 154,500

The chart to the left illustrates the savings generated by using the XMR system versus traditional solutions such as adhesive vinyl and rigid boards. The numbers are based on a campaign consisting of 4'x4' graphics, changed out 4 times per year and 250 locations.

Result: Although initial costs are slightly higher for the XMR system, the long term savings over traditional media solutions (Self Adhesive Vinyl, and Rigid Boards) far outweigh the initial expenses.





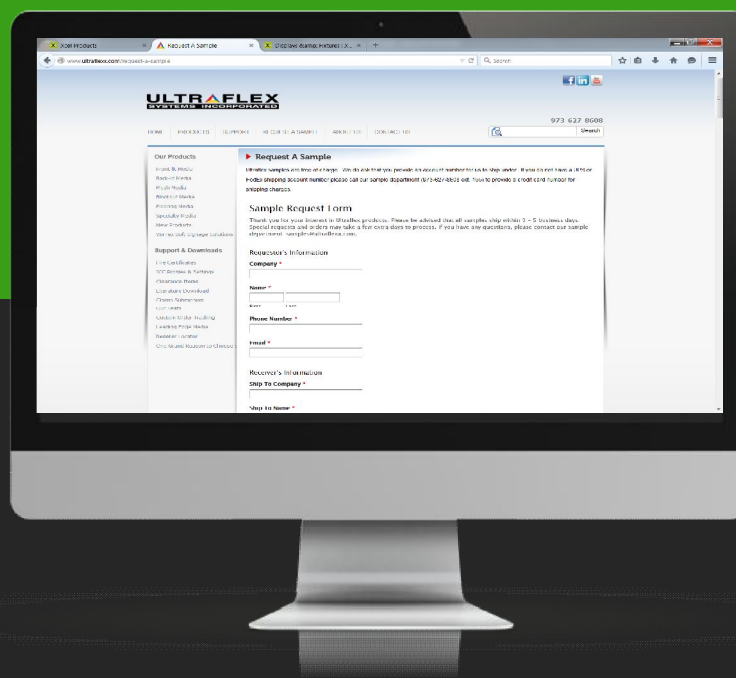
Next Steps

How to gather more information on XMR™.



Next Steps

Visit **Ultraflexx.com** to request free samples, download product information and find contact details for your local representative.



Request Free Samples

Request hand samples or printable samples rolls via our online sample program



Download Information

Download product information, specification sheets, and more content related to the XMR system.

Contact a Representative



Contact a representative to discuss any questions and or opportunities you may have regarding the XMR system or any of our products





Get in touch
We want to hear from you.



Get in Touch

If you have an opportunity or would like to discuss the development of a program, please reach out to us.



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