

What is Magnetic Receptive?



Introduction

Signage is a pretty omnipresent part of our 21st century world and has been for some time. People need direction or warning. Vendors need to attract customers and inform them of what they have available.

While the need for signage has been constant, the variable has been in the nature of the signs. Manufacturers of signs have always taken advantage of the latest technology to provide more effective presentations. This could be in the form of more intense visuals or increases in size and coloration.

There's a lot of thought that goes into sign design, from a psychological analysis to beta and split testing for effectiveness and response. From color analysis based on the lighting type in the sign location to 3D imagery techniques. From re-designs of printing presses to accommodate various materials to leading edge inks and print media.

Which is all very exciting, except for one tiny, often unanticipated flaw:

NONE OF IT MATTERS IF YOU CAN'T SEE IT!

If that well-designed sign can't be placed in an effective and economical manner, then it doesn't matter how good it is. All the compliments in the world, all the sighs of wonderment and appreciation won't affix the sign to the wall or the fixture.

There are a variety of answers to this question, but sadly, they're accompanied by as many problems as the one they're trying to fix.

Finally a complete solution is available to you that addresses the issue.



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The Challenge

As well as having to be bold, attractive and persuasive, signage in today's marketplace has to be nimble. People are bombarded more and more often with messages and advertising, particularly with the advent of the Internet and with portable devices.

As a result, individual's attention span is decreasing rapidly. A quick scan is all their brain can allow them before the next incoming. Younger people now speak more quickly, use code to communicate and overuse their internal flash drive. The message needs to be intense to make it to long-term memory.

So, we need signage that we can change quickly and allows for intense imagery, the bigger the better. We already have that. There are a couple of solutions out there. Both have one **downside** in common:

THEY'RE EXPENSIVE !!!

They're not only expensive, but the more you use them, the more it costs. The unit cost per sign change is often outrageous while the demand keeps increasing.



What is Magnetic Receptive?



Previous Solutions - Self Adhesive Vinyl

This solution has been around for a while and has produced some remarkable signage. The images are clear and size is achievable with sufficient panels.

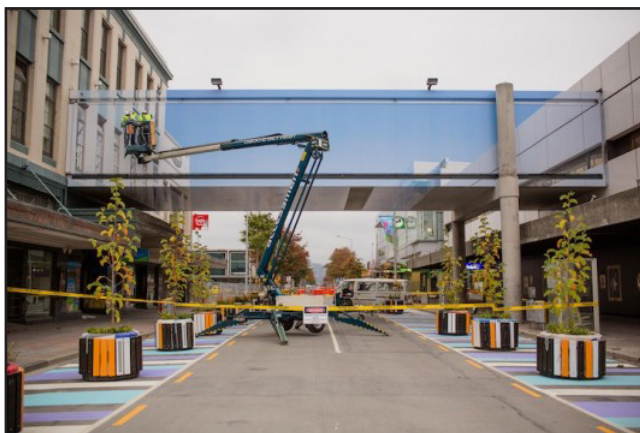
Printing on this medium initially presented some problems with stretching, ink bleeding and printer feed mechanisms, but they were overcome.

These signs ship quite easily in cardboard or plastic tubes and generally arrive undamaged. If the tube is bent, the vinyl can be creased but that's unusual.

The **downside** is a whole new class of specialist has been created to put these signs in place. Mounting the signs without creasing and with perfect placement of the adhesive backing demands a level of artistry that is hard to find in the average store employee.

Removing the sign is also times taking and requires a specialist. The adhesive must be removed from the mounting surface so that it's not apparent with the next application.

Basic supply and demand at work ensures that as the need for these artists increase and the availability decreases, cost per sign will continue to escalate.



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Previous Solutions - Rigid PVC Media

This solution was deemed to be pretty clever back in the day. The message or visual was printed directly onto the substrate material, which was then shipped directly to the retailer.

The printed foam could then be installed directly into sign fixtures or mounted on flat surface walls. No adhesive to deal with and store personnel could easily mount the signs where they needed to go.

This would have been a pretty great solution, if the sign was printed at the final location, but that doesn't happen too often. Usually the sign has to be shipped. To be shipped, it has to be packaged, because the foam is fragile. It is susceptible to damage and breakage.

Shipping these signs is far more expensive than shipping a tube. The finished package takes a lot more room and often requires special handling. Believe me, special handling is not common in the package delivery business.

Finally, when the board arrives it has to be unpacked. It chips easily and requires careful handling. When it comes down it has to be disposed of; more and more landfills are refusing foam material.

All of this means



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Today's Solution

An analysis of the pitfalls of the previous solutions gave rise to today's solution. The primary goals were to provide a media that was easy to ship and that regular personnel could install. The solution is the **XMR™ System**.

Ultraflex's XMR™ Magnetic Receptive System

- This NOT a magnetic sign. It won't stick to your printer platen.
- The fixture portion of the system is magnetic, not the sign.
- Magnetic material is available to render existing fixtures or other surfaces magnetic. The material attaches with adhesive backing.
- The signage is magnetic receptive; it will stick to a magnet. The backing has been impregnated with micro iron particles.
- The signage material rolls into a tube for easy shipping.
- Signage can be changed by on-site personnel without extensive training. It can also be layered for a 3D effect.
- The flexible substrate material can be printed in widths up to 74". Sheets feature enhanced stiffness and no edge chipping. The white is bright and the colors are as brilliant as you want them.
- Material is highly durable, even in high traffic areas.
- As well as the obvious savings in shipping and time-consuming, expensive installation, this media is available at an affordable price point. Request a sample now.

What is Magnetic Receptive?



XMR™ is the new standard of magnetic receptive media with an impressive array of benefits at an affordable price. The enhancements of XMR include roll widths up to 74", a film thickness optimized for easy installation on site, no edge chipping, a neutral white point and exceptional durability in high traffic environments. XMR is eco-solvent, solvent and UV printable. Available in 54", 60" and 74" widths.

Whether you're a printing sales professional or a retail advertising wizard, you'll want to have a piece of this material in your hands to truly get a feel for its flexibility. We'd be pleased to make that happen for you!

We'll send you a sample package of material (free) and search out your closest distributor. They're on hand to answer any questions you might have and they're happy to walk you through the process from beginning to end. Just click the button below to get started!

REQUEST A SAMPLE

REQUEST MORE INFO



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