

# XMR - 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.

Features	Benefits
Up to 74" wide	Seamless installations and increases throughput
Backwards compatible	No need to change your existing fixtures - XMR is compatible with existing magnet
Easy installation	Roll it up and roll it on - no professional installation required
Smooth backside	Eliminate scratches on prints when stacked or rolled up
No edge chipping	Material that cuts smooth without delamination
Easy to clean	Fingerprints and other minor blemishes are easily cleaned without residue
Optimized face-film for digital printing	Improved face-film technology for superior ink adhesion
Great economic value	Significantly reduces freight and installation costs
Universal compatibility	One material for eco-solvent, solvent and UV print equipment



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## Specifications

Characteristics	English
Support Cloth	PVC
Total thickness	13-mil (+/- 1-mil)
Gloss Level	11.5 (+/- 1.2gs)
Dyne Level	33
Storage Conditions	50% RH / 70° F
Shelf Life	1 year

## Standard Roll Sizes

Width		Length
54"	x	150'
60"	x	150'
74"	x	150'

## Suggested Uses

Applications
Wall & Fixture Graphics
Retail POP & POS Graphics
Menu Boards & Directories
Interior Design Decoration



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