

ACTION™ FIXTURES Floor Standing Sign Holders

ACTION™ Fixtures - A new line of sign holders that deliver a great product at an affordable price with new and unique features available, such as custom decoration and magnetic inserts to support XMR™ magnetic receptive media. Custom decoration will provide a distinct look and highlight your brand like never before. Choose from standard patterns like, wood grain, carbon fiber and camouflage. We can also customize the pattern to fit your brand and colors. Imagine the possibilities! Standard sizes are available, but custom sizes and designs can still be produced with a quick lead times and cost effective pricing. Call for more information today.

Single Pole Sign Holders
22" x 28" or 18" x 24"



Multiple Base Styles
Available

Double Pole Sign Holders
22" x 28" or 18" x 24"



Custom Decoration



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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 customize a product for a specific application and also convert to sheets or custom roll sizes.

30-mil Standard Energy with Indoor Adhesive (MAM30SE-24)

- Hi-tack permanent adhesive great for mounting to smooth surfaces or creating your own backer boards
- Supports 1-2 layers of XMR™ - Xcel Magnetic Receptive Media
- Standard Roll: 24.375" x 50' (Custom rolls and sheets available upon request)

30-mil Standard Energy with PLUS Adhesive (MAM30PLUS-24)

- A premium adhesive that is resistant to outdoor elements such as sunlight or larger temperature changes
- Supports 1-2 layers of XMR™ - Xcel Magnetic Receptive Media
- Standard Roll: 24.375" x 50' (Custom rolls and sheets available upon request)

30-mil Standard Energy with White Vinyl Face and Indoor Adhesive (MAM30WPSA-24)

- Printable, magnetized white matte face to show when XMR is not applied with same hi-tack adhesive for mounting to smooth surfaces
- Supports 1 layer of XMR™ - Xcel Magnetic Receptive Media
- Standard Roll: 24.375" x 50' (Custom rolls and sheets available upon request)

30-mil High Energy with Indoor Adhesive (MAM30HE-24)

- Hi-tack permanent adhesive great for mounting to smooth surfaces or creating your own backer boards
- Supports 2-3 layers of XMR™ - Xcel Magnetic Receptive Media
- Standard Roll: 24.375" x 50' (Custom rolls and sheets available upon request)

40-mil High Energy Double-Sided (MAM40HE-24)

- Magnetized on both sides of the sheet for application to metal fixtures or magnetic receptive surfaces without the use of adhesives
- Supports 2-3 layers of XMR™ - Xcel Magnetic Receptive Media
- Standard Roll: 24.375" x 50' (Custom rolls and sheets available upon request)

- **Adhesive backed magnet is not intended for application to painted drywall or other textured surfaces.**
- **We recommend magnetic receptive paint and high energy double-sided magnet for direct to wall applications.**

STANDARD SPECIFICATIONS

	MAM30SE	MAM30PLUS	MAM30WPSA	MAM30HE	MAM40HE
Minimum Strength (pull/lbs per sq ft at 0 air gap)	95	95	45	150	165 each side
Gauss (at 0.25" gap)	<1	<1	<1	<1	<1
Gauss (at 2 meters)	0	0	0	0	0

Premium magnetic display textures available at www.bciimage.com

PRODUCT SAFETY: ACTION™ Magnet is ferrite-based and poses no health or safety issues. This type of magnet does not emit a strong magnetic field therefore does not cause interference or damage to pace makers, monitors or other electronic equipment. Due to the low gauss emission, it is not labeled as magnetized material per IATA (International Air Transportation Association) definition and therefore can be air shipped in bulk quantity.

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Xcel Products, Inc. does not represent, warrant or guarantee that ink will adhere to this media or the adhesives will stick to all surfaces. Xcel strongly recommends testing the product for all intended applications and print technologies.

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ACTION™ MAGNET Magnet and Surface Preparation / Adhesive Specifications

ACTION™ Magnet Preparation and Considerations

Lay flat: Rolled magnet has a curl “memory” that will relax over time. Magnet MUST lay flat prior to installation. Magnet must be unrolled, placed with the curled side down and allowed to lay flat for a minimum of 60 minutes, but preferably overnight. Trying to install the magnet with curl (pulling away from the surface), combined with the weight of the magnet, will increase the chance of adhesion failure.

Temperature: To accelerate adhesion to the substrate, it is crucial that the adhesive-backed magnet be warmed to 50° F or higher.

Weight: Magnet is generally heavy. Use caution and proper lifting techniques when moving or working with this material.

Tiling: It is recommended that panels be applied with a slight gap (1/32” to 1/16”). The gap allows the XMR™ to span over this seam with little or no visible affect. Butt seaming, can introduce a ridge or tenting that might be visible in the magnetic receptive layer(s). Even though it may appear flat initially, subtle movement in the magnet or the substrate may occur over time, making the defect more visible.

Surface Preparation: The intended application surface must be clean of dirt, dust, grease, and other contaminants. The risk of adhesive failure is significantly increased when not applying to a properly prepared surface. It is the responsibility of the purchaser and installer to prepare and test all intended surface(s) for adhesion prior to final installation.

Adhesive backed magnet is not intended for application to painted drywall or other textured surfaces.
Magnetic receptive paint and high energy double-sided magnet is recommended for direct to wall applications.

STANDARD INDOOR ADHESIVE

An aggressive, general purpose, rubber-based pressure sensitive adhesive with a thin polyester carrier. The carrier film provides dimensional stability and superior die cutting properties. Typically used for bonding to metal, plastics and most low or unplasticized substrates. The liner is 60# densified, semi-bleached kraft paper.

PHYSICAL PROPERTIES	Typical Value	U/M	Test Method
Quick Tack on Stainless Steel	10.0	Lbs/Sq In	CTM-25
Peel Adhesion on Stainless Steel (30 minutes)	8.0	Lbs/In	PSTC-3
Shear on Stainless Steel (1000 g/sq in @ 72°F)	300+	Hours	PSTC-7
Adhesive Thickness with PET Carrier	.0029	Inches	Caliper
Application Temperature Range	Above 50	°F	-
Service Temperature Range	0 - 150	°F	-

PLUS ADHESIVE

A high performance, acrylic-based pressure sensitive adhesive with a thin polyester carrier. The carrier film provides dimensional stability and superior die cutting properties. Typically used where high shear strength, solvent resistance and exposure to UV light are required. The liner is 60# densified, semi-bleached kraft paper.

PHYSICAL PROPERTIES	Typical Value	U/M	Test Method
Quick Tack on Stainless Steel	4.5	Lbs/Sq In	CTM-25
Peel Adhesion on Stainless Steel (30 minutes)	4.0	Lbs/In	PSTC-3
Shear on Stainless Steel (1000 g/sq in @ 72°F)	300+	Hours	PSTC-7
Adhesive Thickness with PET Carrier	.0052	Inches	Caliper
Application Temperature Range	Above 50	°F	-
Service Temperature Range	0 - 250	°F	-

Adhesive Shelf Life: Two years when stored at 75°F and 50% relative humidity

These typical results are based on test procedures which are believed to be reliable. Due to variable conditions or methods of processing, Xcel Products implies NO GUARANTEES OR WARRANTIES ARE EXPRESSED OR IMPLIED INCLUDING THE IMPLIED WARRANTY OF MERCHANTABILITY AND FITNESS FOR A SPECIFIC PURPOSE, nor any recommendations made to infringe on any patents.

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ACTION™ MAGNET PANELS eco-Board™ XP with Magnet Face

ACTION™ Magnet is the matched magnetic base component for XMR™ Magnetic Receptive Media. In addition to providing magnet rolls or sheets, Xcel Fixture Shop can also provide finished ACTION™ Magnet Panels. These panels offer a perfect permanent base for menu boards, P-O-P displays, wall murals and much more. ACTION™ Magnet Panels are available in a few standard sizes, but can easily be customized to fit your application. These modular panels are ready for install and built to last. Call for more information and samples today!



Shown with XMR™ Graphics
(Sold Separately)

STANDARD SPECIFICATIONS

	Std Energy Magnet	High Energy Magnet
Minimum Strength (pull/lbs per sq ft at 0 air gap)	95	150
Gauss (at 0.25" gap)	<1	<1
Gauss (at 2 meters)	0	0

STANDARD SIZES

22" x 22" (1/4" total thickness)

24" x 32" (1/4" total thickness)

Custom sizes and thicknesses are available

PRODUCT SAFETY: ACTION™ Magnet is ferrite-based and poses no health or safety issues. This type of magnet does not emit a strong magnetic field therefore does not cause interference or damage to pace makers, monitors or other electronic equipment. Due to the low gauss emission, it is not labeled as magnetized material per IATA (International Air Transportation Association) definition and therefore can be air shipped in bulk quantity.

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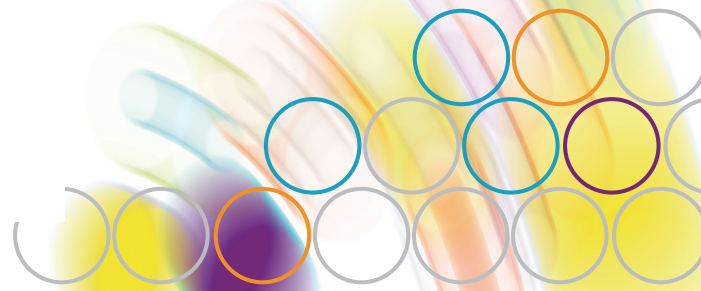
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Blockout Poly Banner Film

Blockout Poly Banner Film

Our Poly Banner is a low gloss blockout banner film designed to have improved stiffness for sheet-fed and roll-fed print processes. Because it is 100% opaque, it is suitable for double-sided printing as well.

This film is for a broad range of two-sided printed banner and pennant applications where improved stiffness is required.

Product Specifications

Yield @ 1-mil	27,100 sq in/lb	
Tensile Strength	4500 psi (MD) / 4,700 psi (TD)	ASTM D882
Elongation	1,110 % (MD) / 1,300 % (TD)	ASTM D882
Tear Strength	1,100 grams (MD) / 2,400 grams (TD)	ASTM D1922
Opacity	100 %	ASTM D1003
Gloss	10.0 at 45°	ASTM D2457
Thickness	.008 - .011	
Printable Sides	Treated for double-sided printing	
Width	39", 51" and 54"	

Test data above based on 8.5-mil film

Printing Methods

Compatible with Digital UV-cured inkjet printers and UV-cured litho/offset printers

Weatherability

Indoor use only. Not recommended for outdoor use.

*Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to Blockout Poly Banner.
Xcel recommends testing the product for all intended applications.*

For more information on the Blockout Poly Banner and other products offered by Xcel Products, Inc.,
call 866 971-1008 or email bciwideformat@gmail.com
www.xcelproducts.com

Blockout Paper (Stoplight)

100% Opaque, Coated 2-side (C2S) Paper



Xcel's Blockout Paper is 100% opaque print media. It has a smooth, semi-gloss finish and is coated on two-sides, making it ideal for double-sided graphics. This lightweight, economical print solution is recyclable* and will be custom converted to your needs.

A variety of widths and gauges are available to meet your application requirements.

Blockout Paper installs easily with double-sided adhesive (X-Tac™), hook & loop, suction cups, grommets, pole-pockets, hanging clips and much more.

Typical Applications

- Window signs
- Poster displays
- Hanging graphics
- Banners
- Playing cards / Game pieces
- Indoor P.O.P. graphics
- Room darkening

Product Specifications

Values

Standard Gauges	8.5 pt	11-pt
Standard Widths (Custom widths available)	44" & 57"	40", 50", 57" & 67"
Brightness	90	90
Gloss (75°)	65	65
Yield (Lbs./MSF)	49.7	61.8
GSM	243	302

*Please check with your local municipalities to confirm recyclability

Ink/Printer Technology												
	Eco-Solvent Inkjet	Solvent Inkjet	Aqueous Inkjet	UV-Cured Inkjet	UV-Cured Litho/Offset	UV-Cured Screen	Latex Inkjet	Indigo Digital	Conventional Litho/Offset	Conventional Screen	Thermal	Rolls
Blockout Paper				●	●	●	○		○	○		●
	● Compatible			○ Not Qualified - Testing Required				T Top Coated Version Required				

Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to Blockout Paper.
Xcel recommends testing the product for all intended applications and print technologies.



Digital XPS (High-Impact Polystyrene)

Formulated for today's digital printers

Xcel Products, Inc. introduces a new generation of styrene designed and formulated for optimum performance utilizing today's digital printers...Digital XPS.

High-Surface Energy - Special surface treatment enhances printability and ink adhesion

High-Impact Formula - Offers increased durability, flexibility and ease of die-cutting

Digital-Grade - Formulated for superior, digital UV print quality and performance

Recyclable ♻️

Standard Product Sizes:

Rolls - 60" Wide on 3" or 6" cores

Gauge & Opacity: .020 Plus-opaque, .020 Translucent, .015 Translucent

Sheets - 50" x 99" - .020, .030, .040 & .060 (All Dead-opaque)

Sheets - 50" x 100" - .015 (Translucent)

Custom sheets and rolls available upon request

Product Specifications	Test Method	Value
Melt Flow (condition G, gms./10 min.)	D-1238	3.0 - 3.2
Izod Impact Strength	D-256	2.2 - 2.7
Vicat Softening Temperature	D-1525	210° - 220° F
Deflection Temperature (at 264 psi)	D-648	180° - 190° F
Tensile Stress (psi at yield)	D-638	2,000 - 3,000 psi
Tensile Elongation at Rupture	D-638	60-90 %
Specific Gravity	D-792	1.03 - 1.04

DA REGULATORY INFORMATION: Digital XPS complies with Food Additive Regulation 21CFR177.1640 for polystyrene and rubber-modified polystyrene which states that such materials may be safely used in contact with foods.

Ink/Printer Technology													
	Eco-Solvent Inkjet	Solvent Inkjet	Aqueous Inkjet	UV-Cured Inkjet	UV-Cured Litho/Offset	UV-Cured Screen	Latex Inkjet	Indigo Digital	Conventional Litho/Offset	Conventional Screen	Thermal	Rolls	Sheets
Digital XPS				●	●	●						●	●
	● Compatible			○ Not Qualified - Testing Required				T Top Coated Version Required					

*Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to Digital XPS products.
Xcel recommends testing the ink using proper adhesion methods.*

ēco-Board™ XP Expanded Polystyrene

ēco-Board™ XP features a smooth, high quality print surface that is superior to expanded PVC products in the market. ēco-Board XP board is a **PVC FREE** board comprised of expanded closed-cell High Impact Polystyrene (HIPS), formulated and engineered for screen printing, digital UV flatbed printing and easy fabrication.

In addition to the stock sizes, ēco-Board XP is also available in custom sizes, colors and gauges from .080" to .300" thickness.

Product Attributes

- PVC free
- High quality print surface
- Lightweight and durable
- Consistent gauge tolerance
- Vibrant edge color when routed
- 20% stiffer than PVC board solutions
- Fast custom color matching service (days not weeks)
- Custom sizes, gauges and colors with low minimums
- Lighter and stiffer boards offer more hanging options



Stock Sizes:

White - 3mm (.118") x 50" x 100" Sheets
White - 6mm (.236") x 50" x 100" Sheets
Black - 6mm (.236") x 50" x 100" Sheets

Custom gauges, sizes and colors available upon request

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - UV-Cured (Flatbed Only)
Screen - Conventional, UV-Cured



Recommended Printing & Fabrication

- Digital Printing (UV or LED Cured)
- Screen Printing (UV or Conventional)
- Mounting with Pressure-Sensitive Adhesive
- Routing - SUPERIOR EDGE QUALITY AND COLOR
- Saw Cutting
- Drilling
- Heat Bending / Forming Curves
- Knife Cutting (*multiple passes may be required*)
- Die Cut/Punch (*heated dies may be required*)

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ECO-CLEAR STATIC CLING

ECO-CLEAR is a new formulation of cling film that is manufactured using a plant-based plasticizer, making it an environmentally friendly alternative to traditional films using petroleum-based plasticizers.

Creating a static cling using a renewable resource has earned Eco-Clear recognition as a USDA Certified BioBased Product.

THE BEST STATIC CLING AVAILABLE!

Time and time again, customers prefer static cling from Xcel Products as it's made to order ensuring a fresh product. Fresh static cling reduces mottling, improves ink adhesion and provides superior window adhesion properties. Xcel offers the highest quality materials and utilizes specialized converting equipment so you can create a premium product and keep your customers happy and coming back for more.

FEATURES & BENEFITS

- Substantially reduced VOCs (volatile organic compounds)
- Improved clarity over standard product
- Excellent UV light stability
- No change in costs
- Compliant with CPSIA

THE GREEN STORY

Every 40,000 pounds of Eco-Clear film produced in favor of petroleum-based films, reduces our environmental footprint and reliance on fossil fuels by 1,625 gallons or 13,000 pounds.



STANDARD SPECIFICATIONS

	Value
Standard Gauge <i>(Custom gauges available)</i>	8-mil
Standard Widths <i>(Custom widths available)</i>	40", 50" & 54"
Surface Energy	32-36 dyne/cm
Application Temperature	20° F Minimum
Service Temperature	0° F - 175° F
Liner Options <i>(Widths of each option will vary)</i>	Paper: 70#, 8-pt, 10-pt Synthetic: 5-mil Rigid Vinyl (Clear)
• Synthetic liner is an upgrade for roll-to-roll printing offering better stability, layflat and clarity than paper liners • Thinner liner (70#) is typically used in roll-to-roll printing devices to save money • Thicker liners (8-pt & 10-pt) are typically used for sheets and provide better layflat • Eco-Clear Static Cling is made with Bio-Clear Film	

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - Eco-Solvent, Solvent, Latex, UV-Cured
 Flexo - Conventional, UV-Cured
 Litho / Offset - Conventional, UV-Cured
 Screen - Conventional, UV-Cured

STANDARD APPLICATIONS

Window decals & graphics
 Learning tools and game pieces
 Promotional & temporary displays
 Protective film

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XCEL PRODUCTS, INC.

ECOMEDIA™ A Revolutionary Line of Non-PVC Films

Xcel Products is pleased to offer a new generation of non-pvc banner media...EcoMedia™. EcoMedia products are designed and formulated to be environmentally responsible without compromising quality, performance or functionality. Designed for large-format, offset or screen printers utilizing UV-cured inks, this media is durable, prints beautifully on two-sides.

Environmentally Responsible - Cost-effective alternative to traditional PVC banner

- Degradable
- Made in the U.S.A.
- Recyclable ♻️
- Non-PVC
- Phthalate-free
- Scrim-free

Performance - High-performance cast, copolymer product that is suited for multi-purpose applications.

- 100% Blockout
- Two-Sided Printability
- Durability - Indoor/Outdoor

Finishing Recommendations - EcoMedia™ Blockout Banner is compatible with traditional sewing, grommets and heat welding. RF welding is not compatible.

EcoFriendly Packaging - EcoMedia™ boxes are made from 65.1% recycled content and are SFI-certified. The plastic core plug pads are made from 100% recycled HDPE.

STANDARD SPECIFICATIONS

	VALUE	U/M	TEST
Total Thickness	8 & 13 (+/- 1)	mil	
Gloss Level	26 / 32 (inside/outside)	60 degree	Gardner Meter
Opacity	100	%	ASTM D1003
Dyne Level	42 - 46	Dyne	ASTM D2578
Melting Point	328° / 164°	F / C	
Storage Conditions	50% / 70°	RH / F	
Shelf Life	Will exceed 6 months		
Outdoor Use	One Year		
Elongation @ Break	>400 MD / >400 TD	%	ASTM D882
Tensile Strength @ Break	3,100 MD / 2,900 TD	psi	ASTM D882

STANDARD ROLL SIZES

- 8-mil x 54" x 150'
- 8-mil x 40" x 150'
- 13-mil x 54" x 150'
- Custom rolls or sheets available

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - UV-Cured
Flexo - UV-Cured
Litho / Offset - UV-Cured
Screen - UV-Cured

STANDARD APPLICATIONS

Banners / Blockout / 2-Sided
Card / Menu / Maps
Hanging / Window Signs
Retail POP / POS

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FLOOR-X™ LAMINATES

Floor-X™ Premium is ideal for long-term durability (6-12 months), this overlamine product is an excellent choice for high volume and extended floor graphic applications when used with X-Cling™ printable films. This product is supplied on a film liner for excellent wet out and is UL-410 approved for slip resistance.

Floor-X™ Standard is ideal for short-term durability (up to 6 months), this overlamine product is an excellent choice for economical floor graphic applications. This product is also supplied on a film liner for excellent wet out and is also UL-410 approved for slip resistance.

Some of the benefits of floor graphics are promoting sales, giving directions, adding class to business offices, and the ability to change them as needed. Floor-X graphics are slip-resistant, durable, and easy to place and remove with little or no damage to your floors. They are a simple and effective way to direct traffic to a specific location, advertise new products and sales or use as a creative decorating feature.

There is a growing trend that floor graphics are becoming more visible as people are often looking down while checking their mobile devices. They are more likely to notice floor graphics before seeing wall or ceiling hung signs.

STANDARD SPECIFICATIONS	Premium	Standard
Face Material	5.0-mil Vinyl	3.75-mil Polyolefin
Color / Finish	Clear / Textured	Clear / Textured
Adhesive	Permanent Acrylic	Permanent Acrylic
Liner	1.2-mil PET	1.2-mil PET
Standard Width	54"	54"
Adhesion (PSTC-1, 24 hour dwell, 73° on stainless steel)	165 oz/in	75 oz/in
Minimum Application Temperature	+40° F	+40° F
Service Temperature Range	-40° - 180° F	-40° - 180° F
Shelf Life (Stored at 70° F & 50% relative humidity)	2 years	2 years
Outdoor Durability	30 days	Indoor Use Only

PRINTER TYPE / INK COMPATIBILITY

Not for printing - Overlaminating film only

STANDARD APPLICATIONS

Floor Graphics
Counter Top Graphics
Hi-Impact Wall Graphics
Point-of-Purchase Displays

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XCEL PRODUCTS, INC.

FLOOR-X™ LAMINATES Application & Maintenance

Product Description

Xcel Products' Floor-X™ Laminate products are designed to be applied to smooth, indoor, floor surfaces in good condition, including waxed commercial PVC and ceramic tile. Xcel Products does not warrant against damage to any surface to which the graphics are applied.

Floor/Surface Conditions

The floor surface must be clean and dry before applying graphics. Any wax, paints or coatings on the floor surface must have good adhesion to the flooring substrate. Testing for product suitability by user is recommended prior to all applications.

Application Instructions

- Peel back about 1" of release liner from top of graphics. Fold and crease liner back.
- Position graphics starting with top of graphics. Apply firmly using plastic squeegee.
- Continue removing liner and smooth out graphics with squeegee.
- After the entire graphic is applied, squeegee entire decal, working from center out
- To remove any air bubbles and to ensure good adhesion. Make sure edges are applied well.
- Product should not be applied using wet method.

Routine Maintenance

Wait 24 hours after application before cleaning or waxing floor.

To maintain condition of graphics, avoid exposing graphics to heavy equipment traffic.

CAUTION:

If edges of graphics begin lifting, replace graphics immediately to avoid risk of injury due to tripping hazard.

Removal Instructions

Lift one edge of graphics and pull using short, quick strokes.

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GlassTex Product Specifications

General

Printing Surface	Translucent embossed vinyl
Durability&Warranty	glassTex base material is warranted 5 years for indoor applications.
Shrink Factor	Presently there is minimal to imperceptible shrinkage over 5 years.
Adhesive	Acrylic/Solvent based adhesive, permanent. Adhesive has a moderately aggressive tack that allows repositioning. Can be removed from glass without leaving residue. Follow installation instructions.
Smoke&Flame Cleaning	There are no flame and smoke ratings for these products. glassTex may be washed with common, non-abrasive cleaning solutions.

Ice

Thickness	Between 18.0 and 19.0 mils
Material	PVC
Liner	Silicone

Sandstorm

Thickness	Between 7.0 and 8.0 mils.
Material	PVC
Liner	Silicone
UV Transmission	48%
Visible Light Trans.	30%
Infra Red Trans.	39%

RicePaper

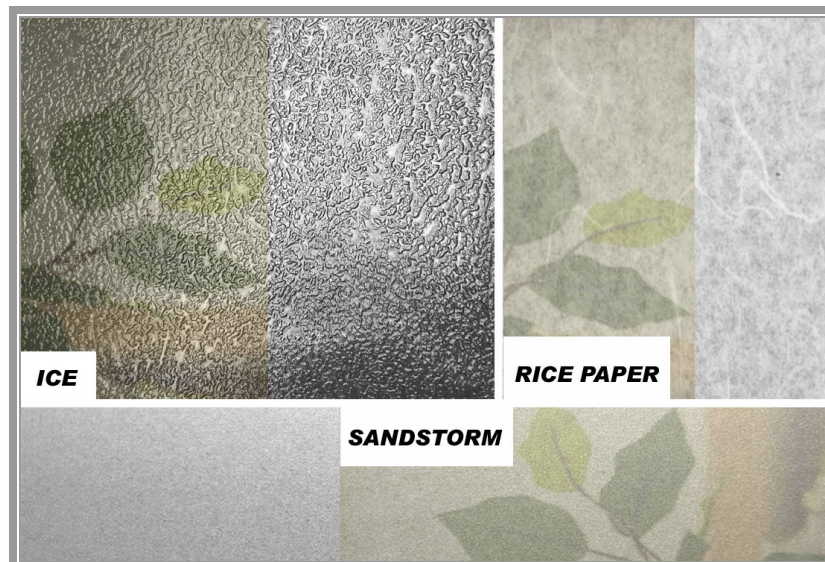
Thickness	Between 5.0 and 6.0 mils.
Material	PVC
Liner	Silicone



Privacy Window Film with self adhesive backing

GlassTex films have a unique textured surface that allows light transmission while diffusing a direct view. DreamScape has optimized these films to create a receptive surface for solvent, eco-solvent, and UV curable inkjet printers.

- Store Front Displays
- Shower Doors
- Glass Partitions
- Window Decoration
- Custom Privacy Screening
- Available in 3 Textures





glassTex™ Inkjet Window Films

INSTALLATION PROCEDURE

(Suggested Tools: Scissors, Tape Measure, Razor Knife, Ruler, Plastic Card Squeegee, Spray Bottle, and Paper Towel.)

1. Clean the areas to which the film is to be applied, removing all traces of dirt, grime, grease, etc.
2. Carefully measure the height and width of the glass surface. Oversize the film up to 3/4" extra material on each side of the film and cut the film to this size.
3. Create your own wetting solution by adding 8 drops (a one second short squeeze) of very mild detergent (baby shampoo or dish detergent like "Joy" NOT HAND SOAP) into a 32oz. spray bottle filled with water.
4. Lay the cut to size decorative film on a clean flat surface with the release liner up, or have someone hold the piece to be applied for you. Remove the release liner and spray the now exposed adhesive surface thoroughly with the wetting solution. Apply a generous amount of the wetting solution to the glass. The wetting solution prevents the film from sticking to the surface immediately, thereby allowing you more time in which to properly position the film.
5. Place the now wet film onto the clean glass surface. Wet the face of the film to be squeegeed. Use the plastic card squeegee and squeegee from the center out towards the edges to remove any air bubbles and wetting solution. Double check that the film is flat and smooth with no remaining air bubbles and water .
6. If any bubbles are not removed after Step 4, then squeegee them out towards the closest edge.
7. Trim the excess film from the edges of the surface. It is ideal to cut in one continuous movement, using the ruler and razor knife. Use the paper towels for cleaning the glass surface and for the absorption of excess wetting solution around the edges.
8. The film may take a few days to dry in order for it to completely adhere to the glass surface.

Precautions:

- 1) The surface to which the film will be applied should be very clean, free of dirt, dust particles and silicone. Make sure there are no dry spots on the film prior to placing it onto the glass.
- 2) Take care that when removing the release liner the film does not roll over onto itself. It will stick together and is difficult to pull apart. Wet the film as the liner is removed!

Tip to remove liner:

To separate the liner from the film take two pieces of scotch tape and stick them opposite each other at one corner...then pull these two pieces of tape apart and the liner will separate from the film. The adhesive surface will now be exposed. Wet this adhesive surface. Do not let the film fall upon itself as it will stick if not wet and it will be hard to separate!

SEAMING FILMS: For windows that are wider than the available width of *glassTex* films, Industry standards allow for seaming. Standard Installation for seaming is a but-join type seam. The films are overlapped and cut through with a sharp blade using a straight edge. The excess films are removed. A slight light line may appear. This is normally the width of the blade point. This is acceptable.

MAINTENANCE: CLEANING AND CARE: *glassTex* Decorative Window Films are virtually maintenance free. No special care is necessary. Normal cleaning with a mild window cleaner is ideal. (Windex, Glass Plus, Ammonia and water are all fine with a clean soft paper towel or squeegee). It is not recommended that anything abrasive be used. The frequency of cleaning will not affect the film in any way.

SpunSilk Wallcovering Hanging Instructions (Rev 3)

INSTALLATION INSTRUCTIONS FOR HIGH PERFORMANCE STRIPPABLE WALLCOVERINGS

THIS FABRIC FACED WALLCOVERING IS A UNIQUE PRODUCT FEATURING THE BEAUTY OF NATURAL SHADING ELEMENTS THAT CREATE UNEVEN REFLECTIONS KNOWN AS LUMINESCENCE

IMPORTANT GUIDELINES FOR CONTRACTORS AND SUPPLIERS- STOP & READ BEFORE INSTALLING

1. The supplier shall provide a complete copy of Roysons' current Hanging Instructions to the installer pertaining to the installation of the wallcovering. ALL INSTALLATIONS MUST CONFORM TO MANUFACTURERS CURRENT INSTALLATION INSTRUCTIONS AND PRODUCT TECHNICAL INFORMATION IN ORDER FOR MANUFACTURER'S WARRANTY PROTECTIONS TO APPLY. If the wallcovering is installed in a manner other than that recommended by Roysons, it is done at the sole risk of the installer and Roysons' warranty protections do not apply. Use of a mold inhibiting primer product and the use of an adhesive containing a mildew inhibitor is recommended.
2. All labels shall be checked for accuracy by the installer to insure that the shipment is received as ordered. Check all roll tickets to determine if more than one run or lot of the same pattern is to be installed. Installer should have a sample of the wallcovering pattern for comparison.
4. If no defect is evident before installation, the material should be inspected after three (3) panels are installed. If any defect is evident at this time (or any point of the installation) no further material should be applied and Roysons should be contacted **IMMEDIATELY**. ROYSONS WILL NOT BE LIABLE FOR CHARGES OVER THREE PANELS OF MATERIAL. Roysons will replace defective wallcovering in accordance with the terms of its Limited and Exclusive Warranty. If there are any questions on the following instructions, contact Roysons' Customer Service Department at 1-888-769-7667 before proceeding.

SURFACE PREPARATION

- A. All hanging surfaces must be clean, smooth, dry, undamaged, free of mold, mildew, grease or stains, and structurally intact. All loose paint and other wallcoverings should be removed. If moisture is present, immediately identify and eliminate the source(s) of the moisture and verify that all wall surfaces are completely dry before proceeding.
- B. Any mold or mildew MUST be removed from walls and hanging surfaces prior to installation. Walls should not contain in excess of 4% residual moisture content. A moisture meter should be used to determine moisture content. Moisture infiltration and accumulation can lead to mold or mildew growth and must be corrected PRIOR to the installation of the wallcovering. If you are unsure if moisture problems are present, consult a qualified professional before proceeding. This product is intended for use in buildings that are properly designed and maintained to avoid moisture infiltration, condensation and or accumulation at wall cavities and wall surfaces, particularly in warm, humid climates. Walls should also be treated with bleach, Lysol and/or other approved, mildew -inhibiting products in order to inhibit further mildew growth. Roysons will not be responsible for any performance and/or quality issues if moisture problems are not addressed before installation, and/or if the building is not properly maintained to prevent moisture infiltration following installation.
- C. Proper surface preparation is key to getting great results. To prepare the surface properly, we recommend that you prime all surfaces with a universal, white-pigmented, mold inhibiting wallcovering primer.
- D. Use only a lead pencil for marking walls and back of wallcovering. Do not use ballpoint or marking pen, they will bleed through the surface.
- E. Do not install wallcovering unless a temperature above 65° degrees F is maintained in both areas of installation and storage for at least 48 hours prior to installation.

ADHESIVE APPLICATION

Hang wallcovering with a premium quality heavy-duty clay pre-mixed adhesive. Use of a mildew inhibitor in the adhesive is recommended as above instructions. **DO NOT DILUTE ADHESIVE.** Product is hung using "paste-the-wall" method described below. A pasting machine is not recommended when hanging this product.

SELECTING AND CUTTING WALLCOVERING

- A. Before cutting, examine goods to make certain pattern color is satisfactory and as ordered. The installer should have a sample of wallcovering pattern for comparison.
- B. Check all roll tickets to determine if more than one run number (lot number) of the same pattern color is to be hung.
- C. Cut rolls in sequential order starting with the highest number working down to the lowest number. Make certain that run numbers are broken at the corners only. Allow for matching of repeats and trimming at ceilings and baseboards.
- D. Number panels and headers as they are cut from the roll and apply to wall in same sequence.

carefully smooth air pockets and wrinkles from the center to the outside edges using a plastic smoothing tool. Trim excess at the floor and ceiling using a sharp utility knife. Wipe off any paste using the procedure detailed in step 8. Repeat hanging the next strip - using overlap method in step 8.

4. WITH ALL DIRECTIONAL PATTERNS, IT IS IMPORTANT TO LINE UP PATTERNS AT EYE LEVEL ALLOWING ANY DRIFT IN LINEUP TO RUN OFF TOWARD CEILING AND FLOOR. THE STANDARD ALLOWANCE IS ONE QUARTER OF AN INCH UP OR DOWN. IF PATTERN IS LINED UP AT THE CEILING THE PATTERN WILL BEGIN MISALIGNMENT SOONER AND THE GAP WILL BE LARGER. ALSO, MOST PATTERNS WILL BE VIEWED AT EYE LEVEL THEREFORE IT IS THAT AREA THAT NEEDS TO LOOK ALIGNED. IF THERE ARE ANY QUESTIONS ABOUT PATTERN LINEUP, CONTACT SUPPLIER. BE SURE FIRST DROP OF WALLCOVERING IS SQUARE ON WALL BY PLUMBING THE WALL AND USING A LEVEL.

5. Goods are designed to match up to 54" wide on walls depending on the pattern. WHEN INSTALLING, EXACT TRIMMING AND LINE UP OF THE PATTERN IS CRITICAL (See installation instructions specified to each design.)

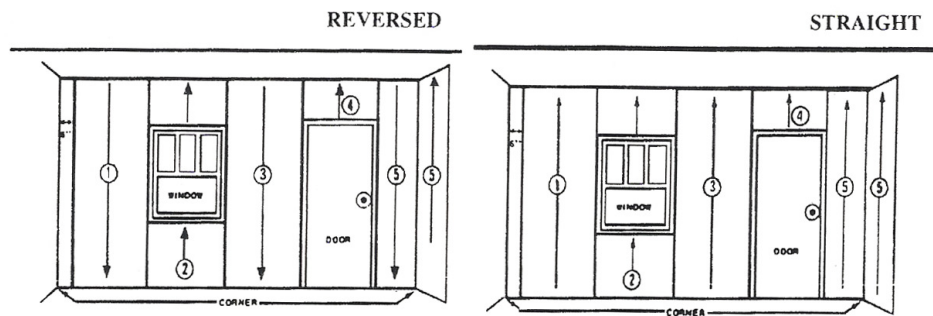
6. Avoid burnishing or damaging the face of the material when smoothing and removing air pockets by using a soft brush designed for fabrics. Do not use a PVC or metal smoothing blade as this may damage the material on the face. Use wallcovering brush or a plastic scraper to smooth the wallcovering onto the wall.

7. Do not rub. Do not allow vinyl adhesive to dry on surface as it may leave a white residue. Wash off excess paste from face of wallcovering as you hang it with a cellulose sponge. The cellulose sponge must be rinsed in clean water after every use. Blot dry with a clean cloth.

8. Overlap the second strip over the edge of the first strip. Tape seams underneath with a low adhesive tape before overlapping and double cutting to avoid getting adhesive on the wallcovering. If paste does get on the vinyl, clean it off immediately with clean warm water and blot dry with a clean lint less towel. Use a soft bristle brush to wash the ceiling and the baseboard to remove any paste residue. Do not leave any overlap on the seams since vinyl will not adhere to itself. *Seams should be vertical, have a tight fit, and be free from air and paste bubbles. Seams should not be located closer than 6" to corners.

9. After three panels are smoothed to wall surface and excess paste removed, examine the installed panels for color uniformity. Any objectionable variations in colormatch, pattern match, etc...should be immediately communicated to the Distributor Sales Representative for inspection before proceeding further with installation.

10. After installation, the walls and wallcovering should be monitored for potential moisture or vapor infiltration or accumulation. Any such infiltration/accumulation after installation must be promptly eliminated in order to reduce the risk of mold/mildew growth.



Limited and Exclusive Warranty

Roysons Corporation ("Manufacturer") warrants that for a period of five years from the sale of its wallcovering products ("Products") that the Products shall be free of manufacturing defects, and that Products shall not separate from their backings, and/or exhibit stains caused by bleeding of impurities. Products should not support the growth of mildew when Products are properly installed on a sound wall following the recommended preparation and hanging procedures outlined in the installation instructions, and are adequately maintained and used under normal conditions.

Roysons Limited and Exclusive Warranty is not assignable or transferable and extends only to purchasers who are the owners of products at the time of installation.

This warranty does not cover and expressly excludes any damage, loss, cost, defect or deficiency arising out of or relating to: (a) accident, abuse, misuse or vandalism; (b) mold or mildew; (c) use of incompatible materials, accessories or supplies; (d) abnormal conditions of use, including use on walls subject to moisture infiltration or accumulation; (e) improper storage, handling, installation, or maintenance; (f) design, installation or construction defects and/or deficiencies of any kind or nature; (g) fire, flood or other acts, omissions, causes or events beyond Roysons' control; (h) wallcovering that has been altered by anyone other than Roysons; or (i) any other loss, cost, damage, defect or deficiency not within the scope of this limited and exclusive warranty.

THIS WARRANTY IS THE SOLE AND EXCLUSIVE WARRANTY GIVEN BY ROYSONS WITH RESPECT TO THESE PRODUCTS. ALL OTHER REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, ARE EXPRESSLY DISCLAIMED, INCLUDING ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR ANY IMPLIED WARRANTIES CLAIMED TO ARISE FROM TRADE USAGE, CUSTOM OR COURSE OF DEALING. Roysons shall supply replacement products free of charge if Roysons determines upon inspection that any Products fail to conform to this warranty. The foregoing constitutes the **SOLE AND EXCLUSIVE REMEDY** for breach of this warranty.

IN NO EVENT WILL ROYSONS BE LIABLE FOR INDIRECT, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES, WHETHER BASED IN CONTRACT, TORT, WARRANTY, STRICT LIABILITY OR OTHERWISE. THIS LIMITED AND EXCLUSIVE WARRANTY SHALL SUPERSEDE AND CONTROL ANY OTHER REPRESENTATIONS AND/OR WARRANTIES WITH RESPECT TO THIS PRODUCT. IN NO EVENT SHALL ROYSONS' LIABILITY EXCEED THE PURCHASE PRICE AND/OR INVOICED VALUE OF THE GOODS.

All claims under Roysons' Limited and Exclusive Warranty must be submitted, in writing, to: Roysons Corporation, 40 Vanderhoof Avenue, Rockaway, New Jersey 07866, Attention: Director of Wallcovering, within thirty (30) days after Buyer discovers and/or should have discovered the alleged defects. Roysons shall then be provided a reasonable opportunity to examine the allegedly nonconforming Products and verify any such defect before its use or further processing. **FAILURE OF BUYER TO COMPLY WITH THESE NOTICE PROVISIONS SHALL CONSTITUTE A WAIVER BY BUYER OF ALL CLAIMS IN RESPECT THERETO**

Harmony™ Synthetic Media

Premium Matte Synthetic Paper

Harmony™ Synthetic Media is a new film that eliminates a lot of the pain points with other synthetic papers in the graphics market. It is designed to withstand higher temperatures, provide a better bond with ink and adhesives and be tougher when durability is required.

Because it is printable by many devices and available in various gauges, Harmony provides a consistent product line across a variety applications. As always, Xcel will provide custom sheets or rolls, so don't hesitate to call and place your order today!

Typical Applications

- Posters, signs and banners
- Packaging and cartons
- Point-of-purchase displays
- Tags and labels (including horticultural)
- Gift cards and loyalty cards
- Menus, advertising inserts
- Weather-resistant maps

Product Specifications	Value	Test Method
Standard Gauges <i>(Custom gauges available - 3-mil to 17-mil)</i>	10-mil & 17-mil	
Standard Width <i>(Custom widths available)</i>	60"	
Surface Energy	42 dyne/cm	
Yield <i>(10-mil)</i>	1.05 g/cm ³	
Specific Gravity	2.64 MSI/lb	ASTM D 792
Tensile Strength <i>(MD/TD)</i>	3,300 / 3,000 lbf/in ²	ASTM D 882
Elongation @ Break <i>(MD/TD)</i>	20 / 10 %	ASTM D 882
Tear Initiation (Graves) <i>(MD/TD)</i>	6.5 / 7.7 lbf	ASTM D 1004
Tear Propagation (Trouser) <i>(MD/TD)</i>	1.8 / 5.7 lbf	ASTM D 1938
Dimensional Stability, Heat Shrink - 250° F for 30 minutes <i>(MD/TD)</i>	1.0 / 1.0 %	ASTM D 1204
Light Transmission <i>(10-mil)</i>	8%	Spectrophotometer

Ink/Printer Technology													
	Eco-Solvent Inkjet	Solvent Inkjet	Aqueous Inkjet	UV-Cured Inkjet	UV-Cured Litho Offset	UV-Cured Screen	Latex Inkjet	Indigo Digital	Conventional Litho Offset	Conventional Screen	Thermal	Rolls	Sheets
Harmony™				•	•	•	○	T	○	○		•	•
	• Compatible			○ Not Qualified - Testing Required					T Top Coated Version Required				

*Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to Harmony™ Synthetic Media.
Xcel recommends testing the product for all intended applications and print technologies.*



XCEL PRODUCTS, INC.

HI-TACK STATIC CLING Made fresh and converted to your needs

IMPORTANT STATIC CLING INFORMATION

Static cling vinyl is a perishable product with a short shelf life. This vinyl is heavily plasticized to keep it soft and provide good adhesion to glass. Immediately upon lamination of the vinyl and liner, those plasticizers begin migrating to the surface of the vinyl and begin to impede the printing process. As the plasticizers migrate to the surface, this can result in a reduction of dyne properties; produce a mottled (cloudy) effect or both. Xcel Products' cling is always made fresh for each order to ensure the highest quality in the industry.

APPLICATION

The effects of mottling or haze can be minimized if not completely eliminated when the vinyl is applied to the substrate. Xcel suggests applying the cling with water or a soap and water solution. Using a felt squeegee or wrapping a hard squeegee with a smooth cloth will reduce scratches on the surface. It's important to remove all the air between the cling and glass to optimize the adhesion and clarity of the product. Complete clarity may require approximately 24 hours, depending on the quality of the application.

SHELF LIFE

Print it promptly for best results. Large stacks of sheets or large rolls are especially prone to accelerated aging. Weight and pressure along with high temperatures and high humidity can increase mottling and the possibility of ink adhesion issues. Either dry wiping with a lint free cloth or wet wiping the vinyl with isopropyl alcohol can restore the dyne properties for a short period of time.

STORAGE CONDITIONS

Storage conditions for static cling vinyl are extremely important for achieving the best results. Store at no more than 70 degrees F and 50% RH or less. Lower storage temperatures and humidity will help extend shelf life. Do not store vinyl in roll form horizontally (flat) as the pressure points created in storage, tend to accelerate the aging process. Rolls should always be suspended for best results.

Always test print static cling vinyl before committing to production.

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - Eco-Solvent, Solvent, Latex, UV-Cured
Flexo - Conventional, UV-Cured
Litho / Offset - Conventional, UV-Cured
Screen - Conventional, UV-Cured

STANDARD APPLICATIONS

Window decals & graphics
Learning tools and game pieces
Promotional & temporary displays
Protective film

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XCEL PRODUCTS, INC.

HI-TACK STATIC CLING Made fresh and converted to your needs

XCEL IS PLEASED TO OFFER THE BEST NON-ORTHO PHTHALATE STATIC CLING AVAILABLE

Time and time again, customers prefer static cling from Xcel Products as it's made to order ensuring a fresh product. Fresh static cling reduces mottling, improves ink adhesion and provides superior window adhesion properties. Xcel offers the highest quality materials and utilizes specialized converting equipment so you can create a premium product and keep your customers happy and coming back for more.

Also available:



ECO-CLEAR - THE GREEN STORY

Every 40,000 pounds of Eco-Clear film produced in favor of petroleum-based films, helps reduce our environmental footprint and reliance on fossil fuels by 1,625 gallons or 13,000 pounds.

STANDARD SPECIFICATIONS

Value

Standard Gauges <i>(Custom gauges available)</i>	6-mil & 8-mil
Standard Widths <i>(Custom widths available)</i>	38", 48", 50" & 54"
Standard Colors <i>(Custom tints available)</i>	Clear & White
Surface Energy	32-36 dyne/cm
Application Temperature	20° F Minimum
Service Temperature	0° F - 175° F
Liner Options <i>(Widths of each option will vary)</i>	70#, 8-pt, 10-pt
• Thinner liner (70#) is typically used in roll-to-roll printing devices to save money • Thicker liners (8-pt & 10-pt) are typically used for sheets and provide better layflat • Eco-Clear Static Cling is made with Bio-Clear Film	

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - Eco-Solvent, Solvent, Latex, UV-Cured
Flexo - Conventional, UV-Cured
Litho / Offset - Conventional, UV-Cured
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Protective film

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rs, uncover compatibility issues, and
for all phases of the production process:

Printing, which includes allowing inks sufficient time to outgas; laminating (if applicable), which includes allowing adequate bonding between the overlaminate and the window film; and installation, which includes proper prep of the installation surface and following the recommended installation temperature guidelines. As part of the test, make sure that any overlaminate, clear coat or other product used is compatible with perforated window graphics film, maintains the film's one-way visibility, and is suitable for the intended application.

Laminating is as much an art as a science. Laminating and installing are challenging because streaks and marks caused by uneven pressure applied by laminator rollers or manually by hand or squeegee can occur yet be difficult to see until after the graphic is installed. To prevent post-lamination issues (e.g., tunneling, wrinkling, etc.), make sure there is proper tension on the laminator unwind/rewind rollers so that neither the overlaminate nor the film is stretched during the lamination process. Also ensure that there are no uneven areas on the laminator rollers (caused, e.g., by bowing of the nip rollers — a common problem with hot laminators) or other problems that could cause streaks or marks.

CLEAR FOCUS offers a pressure-sensitive (cold), cast, conformable PVC overlaminate called CurvaLam® that's designed specifically for perforated window graphics to be installed on flat or simple-curved surfaces. We recommend the use of CurvaLam with our PVC window films because the products' chemical composition and physical properties are so similar. Designed for small-format graphics to be mounted on flat surfaces only, our ClearLam® overlaminate is thinner than CurvaLam and made of polyester, and therefore does not mate as well with PVC window films. We offer ClearLam primarily as a lower-cost alternative for print shops experienced in laminating.

Before Installing Graphics

- After printing graphics, allow at least 24 hours for the inks to dry and outgas prior to applying overlaminate (not required when using UV-cure or latex inks).
- After applying an overlaminate, let the graphics sit for at least 12 hours to allow the overlaminate's adhesive time to bond adequately to the vinyl film.

Installing Graphics on Curved Surfaces

- Start in the center of the window and install from the center outward to the edges of the glass.
- Peel back part of the release liner and make a V-shaped cut in it (from the top edge of the liner toward the center) to keep the liner out of the way during installation. **Be careful not to cut the film!**
- Avoid stretching the PVC film during installation. The film has a memory and, if stretched, may return to its original shape, causing it to lift off the glass later.
- Avoid using an overlaminate on window graphics to be installed on surfaces with compound curves. For such applications we recommend a clear coat/liquid laminate. Even a conformable overlaminate such as CurvaLam adds more thickness & rigidity, making it harder to install the graphics on windows with extreme curves.
- If you must laminate the graphics (e.g., to prevent the film's holes from filling with water when it rains), leave the outside edge — approx. 1/4 inch — around the graphics un laminated. That way the center portion of the graphics will be laminated and the un laminated edges will be more pliable and will conform more easily at the edges, where the curvature of the glass is more pronounced.
- If a heat gun is used to install graphics around curves, do not exceed 250°F and apply heat for only a few seconds at a time. Applying too much heat and tension during installation can stretch the film out of shape and deform the holes, as well as negatively impact the film's adhesive properties.
- Use an edge sealer. If the edges of the film have been handled a lot or have been stretched — both of which can adversely affect the film's adhesive — an edge sealer will help prevent them from lifting.
- If all else fails, try using an optically clear, conformable overlaminate that's thinner and more conformable than CurvaLam. Check with your distributor for the names of overlaminating films that are compatible with perforated window film and designed for use on compound surfaces.

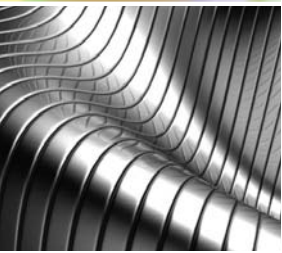


xcel products, inc.

For more information on Clear Focus products and other products offered by Xcel Products, Inc., call 866 971-1008.

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Poly Banner Film

Poly Banner Film

Our Poly Banner is a low gloss banner film designed for sheet-fed and roll-fed print processes. The film is designed specifically for use in the banner and pennant industry and other short term displays.

This film is for a broad range of single-sided printed banner and pennant applications where improved stiffness is required.

Product Specifications

Yield @ 1-mil	29,180 sq in/lb	
Tensile Strength	2700 psi (MD) / 2,200 psi (TD)	ASTM D882
Elongation	825 % (MD) / 875 % (TD)	ASTM D882
Tear Strength	800 grams (MD) / 1,800 grams (TD)	ASTM D1922
Haze	N/A	ASTM D1003
Gloss	55.0 at 45°	ASTM D2457
Thickness	.008 - .013	
Printable Sides	Treated 1-side screen-printing (UV-Cured)	
Width	Custom widths available	

Test data above based on 9.0-mil film

Printing Methods

Compatible with Screen Printing with UV-cured ink

Weatherability

Indoor use only. Not recommended for outdoor use.

*Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to Poly Banner.
Xcel recommends testing the product for all intended applications.*

For more information on the Poly Banner and other products offered by Xcel Products, Inc.,
call 866 971-1008 or email



XCEL PRODUCTS, INC.

POLYESTER CPF

Discover Polyester CPF and its countless applications and you'll wonder why its been missing from your media portfolio. This unique polyester's properties combine durability and sustainability, while providing a surface for excellent printability and ink adhesion.

Peace of mind

The product offers chemical and heat resistance, making Polyester CPF the ideal print media for harsher environments.

- Tear-resistant
- Chemical-resistant
- Heat resistance up to 400° F
- Dimensional stability

Cost-Effective

The physical composition of the product involves a "cavitated" process. Cavitate by definition refers to voids or bubbles. This process produces a product with higher yields due to its lighter weight. The result being a thicker gauge product at a more competitive price without sacrificing durability.

- Excellent ink adhesion for a wide range of inks and printing technologies
- Numerous void technology promotes longer life for die-cutting blades versus traditional PET
- Thicker gauges at lighter weights

Sustainable

Polyester CPF is manufactured utilizing up to 50% recycled PET resin.

STANDARD SPECIFICATIONS	5-mil	7.5-mil	10-mil	Test Method
Opacity (%)	98.4	98.6	99.1	JIS P8138
Specific Gravity (g/cm³)	1.1	1.2	1.2	ASTM D 1505
Thermal Shrinkage (MD / TD - %)	1.3 / 0.4	1.2 / 0.8	1.2 / 0.7	ASTM D 1204
Tensile Elongation (MD / TD - %)	89 / 49	84 / 50	78 / 49	JIS C2318
Tensile Strength (MD / TD - MPa)	114 / 129	112 / 118	108 / 118	ASTM D 882
Color Hunter (L / A / B)	92.6 / -0.4 / 1.2	92.6 / -0.4 / 1.2	92.6 / -0.4 / 1.2	ASTM D 882
Tensile Strength (F / B - MPa)	11 / 11	11 / 11	11 / 11	ASTM D 882

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - Latex, UV-Cured
Flexo - Conventional, UV-Cured
Litho / Offset - Conventional, UV-Cured
Screen - Conventional, UV-Cured

STANDARD APPLICATIONS

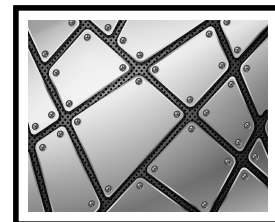
Cards, Menu and Maps
Labels & Packaging
Retail POP / POS
Industrial Tags

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XCEL PRODUCTS, INC.

RIGID VINYL Print Grade

Rigid Vinyl (PVC) film with gloss and/or matte surfaces. This grade has been engineered for use in the printing industry. It has excellent printing characteristics as well as outstanding impact properties. Typical applications of this material include greeting cards, advertisement cards, large placards, membership cards, loyalty tags and credit cards. This material is suitable for printing (*please verify and test for printing suitability*).

Xcel Rigid Vinyl print stock maintains high aesthetic qualities, gauge control and dimensional stability. Our quality control, surface consistency and uniformity help reduce any variances, thereby making it easier to run on-press.

STANDARD SPECIFICATIONS	Clear	White	Test Method
Thickness (<i>Roll Only</i>)	5.0 - 10.0 mil	5.0 - 10.0 mil	-
Thickness (<i>Roll & Sheet</i>)	100 - 30.0 mil	100 - 30.0 mil	-
Thickness Tolerance	± 7% (<7.0 mil)	± 7% (<7.0 mil)	-
	± 5% (>7.1 mil)	± 5% (>7.1 mil)	-
Width tolerance	± 1/16" (roll)	± 1/16" (roll)	-
	± 1/32" (square cut)	± 1/32" (square cut)	-
Gloss value (60°) (<i>gloss finish only</i>)	135 ± 10	90 ± 15	ASTM-D523
Heat Distortion Temperature (<i>°F @ 264 psi</i>)	152 ± 5	152 ± 5	ASTM-D638
Vicat Softening Temperature (<i>°C</i>)	89 ± 2	89 ± 2	ASTM-D638
Specific gravity	1.34 ± 0.02	1.40 ± 0.04	ASTM-D792
Tensile strength (<i>minimum</i>)	> 6000 psi	> 6000 psi	ASTM-D638
Elongation (<i>minimum</i>)	100% (<20.0 mil)	100% (<20.0 mil)	ASTM-D638
	70% (>20.0 mil)	70% (>20.0 mil)	ASTM-D638
Dyne level	32	32	ASTM-D2578
Cold-break temperature	-4 °F	-4 °F	ASTM-D1790
UV Resistance	<i>only when requested</i>	<i>only when requested</i>	

Note: ASTM-D1790 is based on the Annual Book 1992. The other ASTM methods above are based on the Annual Book 1999 and have been modified to suit practical conditions.

Available finishes: Gloss/Gloss, Matte/Matte, Gloss/Matte, Embossed/Matte & Embossed/Gloss (Please call for availability)

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - UV-Cured
Flexo - Conventional, UV-Cured
Litho / Offset - Conventional, UV-Cured
Screen - Conventional, UV-Cured

Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to this media. Xcel recommends testing the product for all intended applications and print technologies.

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Solvent Backlit Film (SBL)

Translucent Matte Polyester Film

Solvent Backlit (SBL) is a translucent coated polyester backlit film is designed for top quality graphics in backlit applications. The semi-matte coating reduces glare to provide the highest image quality, retain image density and high levels of contrast. SBL is also easy to install because of it's very good rigidity and the flatness of the polyester film.

Solvent Backlit is compatible with most of the popular solvent, eco-solvent, latex and UV-curable inkjet printers.

Typical Applications

- Light box graphics
- Backlit trade show displays
- Point-of-purchase displays
- Illuminated advertising
- Bus shelter and transit signage

Product Specifications

Base Product	PET
Color	White
Finish	Semi-Matte
Thickness (+/- 5%)	8.2-mil
Whiteness (L A B)	85 / 1 / -7
Standard Width	60"
Shelf Life (Stored at 70° F & 50% relative humidity)	1 year
Durability/Removability (I=Indoor, O=Outdoor - Estimated)	6 months (O)

Ink/Printer Technology												
	Eco-Solvent Inkjet	Solvent Inkjet	Aqueous Inkjet	UV-Cured Inkjet	UV-Cured Litho/Offset	UV-Cured Screen	Latex Inkjet	Indigo Digital	Conventional Litho/Offset	Conventional Screen	Thermal	Rolls
Solvent Backlit	•	•		•	•	•	•					•
	•	Compatible			○	Not Qualified - Testing Required				T	Top Coated Version Required	

Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to Solvent Backlit media. Xcel recommends testing the product for all intended applications and print technologies.

Solvent Blockout Banner (SBB)

Opaque White Matte Banner



Solvent Blockout Banner (SBB) is a multi-layered film that provides anti-curling and the stiffness for single-sided banners. The opaque backside coating creates the perfect background for full color prints. SBB rolls easily, lays flat, is tear-resistant and has good fade resistance making it a great choice for multiple indoor or outdoor applications.

Solvent Blockout Banner is compatible with most of the popular solvent, eco-solvent, latex and UV-curable inkjet printers.

Typical Applications

- Roll-up banners
- Stand-up banners
- Window shades
- In-store displays
- Posters

Product Specifications

Base Material	PET/PP
Color	White
Finish	Semi-Matte
Thickness (+/- 5%)	9.6-mil
Whiteness (L A B)	85 / 0 / -5
Standard Width	60"
Shelf Life (Stored at 70° F & 50% relative humidity)	1 year
Durability/Removability (I=Indoor, O=Outdoor - Estimated)	6 months (O)

Ink/Printer Technology												
	Eco-Solvent Inkjet	Solvent Inkjet	Aqueous Inkjet	UV-Cured Inkjet	UV-Cured Litho/Offset	UV-Cured Screen	Latex Inkjet	Indigo Digital	Conventional Litho/Offset	Conventional Screen	Thermal	Rolls
Solvent Blockout Banner	•	•		•	•	•	•					•
	•	Compatible		○	Not Qualified - Testing Required					T	Top Coated Version Required	

Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to Solvent Blockout Banner. Xcel recommends testing the product for all intended applications and print technologies.

Hi-Tack Static Cling Vinyl Installation Instructions

Static cling vinyl is an excellent medium for all sorts of window graphics, point of purchase displays, promotional items, decals and many other uses. Properly applied, static cling vinyl will cling tightly and smoothly to almost any smooth, glossy surface. Because there is no adhesive to pick up dust or other contaminants, it can be removed and re-applied almost indefinitely and never leaves an adhesive residue behind.

Despite its name, static cling vinyl doesn't actually use static electricity to cling. In fact, static cling vinyl is more like a large, flat suction cup. The vinyl is highly plasticized to make it very pliable. This pliability enables the vinyl to conform precisely to the surface on which it is applied. The surface must be smooth and glossy so that the vinyl actually seals against the surface. Once this seal is made, a combination of cohesion and air pressure holds the vinyl against the surface. Making sure the vinyl can achieve this seal is critical to a successful installation.

Installation Steps

1. First and foremost, be sure the surface to which the static cling vinyl will be applied is clean, dust-free and free of any oils or grease. Dirt and other contaminants allow pockets of air that undermine the seal necessary for a good installation. Use of a good glass cleaner is recommended prior to installation.
2. Application of a *light* mist of water to the area to which the static cling vinyl will be applied will aid in positioning the vinyl and in smoothing out any air bubbles that occur during installation.
3. Slowly and gently remove the static cling vinyl from the backing or liner. Take care not to stretch or crease the vinyl.
4. Place the top edge of the vinyl in position and gently smooth from the top edge of the vinyl downward and outward to seal it against the surface and remove air bubbles. To smooth the vinyl we strongly recommend the use of an application roller or similar device. A squeegee may be used but care should be taken not to stretch the vinyl or scratch the image. If the piece to be applied is large it may help to remove only the top third or so of the vinyl from the liner, apply the exposed vinyl and smooth it into place. Then, slowly and carefully peel the backing away and smooth the remaining vinyl into place, lightly misting the area where the vinyl is to be applied. After the whole piece is applied, gently smooth the vinyl down from the top and out to the edges, removing as many air bubbles as practicable. If large bubbles are trapped it may be necessary to lift the vinyl off the surface and re-smooth it from that point rather than trying to force the bubble to the edge, which may stretch or crease the vinyl.
5. If repositioning the piece is necessary, use the edge of a squeegee or other thin, stiff object (a credit card works well) and gently slide it under a corner and gently lift the vinyl, reposition it and smooth it as described above.
6. To remove and re-use a static cling vinyl piece, carefully lift one corner (see step 5 above), gently remove the piece and replace it on the liner. Follow the steps above for re-installation.

xcel products, inc.



StonePaper^{XP}

It's Rock. We Roll.

StonePaper XP delivers environmental and printing advantages over pulp papers, printable plastics and synthetic papers.

StonePaper XP is a pulp-free paper made from stone. It is a combination of inorganic calcium carbonate and a small percentage of PE (polyethylene), a non-toxic resin. These materials combined create a versatile and sustainable substrate.

The calcium carbonate comes from waste material used in the building and construction industry. The scraps from materials such as marble and limestone are ground into a fine mineral powder.

The PE acts as the binder for the calcium carbonate (CaCO_3). Together creating a paper that is both water and tear-resistant.

- ◆ **No Deforestation** – Not a single tree is used in the production of StonePaper XP.
- ◆ **No Water** - The production of StonePaper XP requires no water.
- ◆ **No Bleach** - StonePaper XP is naturally bright white; therefore, requires no bleach or other bleaching agents during manufacturing.
- ◆ **Durable** - StonePaper XP is moisture, oil, and tear-resistant.
- ◆ **Reduction in Ink Costs** - StonePaper XP is fiber-free reducing ink coverage.
- ◆ **Degradation** - StonePaper XP will degrade back to its source - the powder of stone - when left out in nature or a microorganism-rich environment.
- ◆ **Finishing** - StonePaper XP is easy to die-cut, fold, bind, laminate and glue.
- ◆ **Recyclable** - Can be recycled with ♻ plastics in industrial recycling facilities.*
- ◆ **Eco-friendly Production & In-plant Recycling** - StonePaper XP is made with a state-of-the-art production process which does not utilize water or emit toxic air. All production waste is recycled.
- ◆ **Cost-effective**
- ◆ **Cradle-to-Cradle Silver Certified** - (R-Series)

StonePaper XP Applications



SERIES	GAUGE	GSM	THICKNESS	DENSITY	BRIGHTNESS	OPACITY	TEAR-RESISTANCE		APPLICATIONS
							MD	CD	
	Test Method Point	JIS P-8124 g/m ²	ASTM D-1248 µm	ASTM D-1248 g/cm ³	TAPPI T-480 %	TAPPI T-425 %	gf	gf	
R	4**	120	100	1.2	90	>92	>0.3	>0.4	Pressure-sensitive labels
R	6**	192	160	1.2	90	>92	>0.4	>0.5	Calendars, Shopping bags, Tickets, Wrist-bands, Envelopes,
R	8	240	200	1.2	90	>94	>0.4	>0.5	Shopping bags, P-O-P, P-O-S, Flexo-packaging, Envelopes
R	12***	360	300	1.2	90	>94	>0.4	>0.5	P-O-P, P-O-S, Tags, Boxes Greeting cards, Folding cartons
R	16***	480	400	1.2	90	>94	>0.4	>0.5	P-O-P, P-O-S, Folding cartons, Marketing Materials
B	8	280	200	1.4	82	>95	>1.5	>1.0	P-O-P, P-O-S, Folding cartons, Plant & Nursery Tags, Tags
B	10	350	250	1.4	82	>95	>2.5	>1.5	P-O-P, P-O-S, Placemats Business cards, Aisle talkers
B	12	420	300	1.4	82	>95	>2.5	>1.5	P-O-P, P-O-S, Folding cartons, Door hanges, Signs, Gift boxes
B	14	490	350	1.4	82	>95	>4.0	>2.5	P-O-P, P-O-S, Signage Business cards, Shelf talkers

R-Series - Rich Paper ratio, >75% CaCO₃ to <25% PE

B-Series - Board ratio, >65% CaCO₃ to <35% PE

*Where recycling is available and supported.

**Available with adhesive upon request.

***Volume minimums required.



*Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to StonePaper XP products.
Xcel recommends testing the product for all intended applications.*

StonePaperXP 0912

For more information on StonePaper XP and other products offered by Xcel Products, Inc.,
call 763-231-3040 or email sales@xcelproducts.com
www.xcelproducts.com



XCEL PRODUCTS, INC.

TRUE WOOD™ VENEER Thin Gauge, Natural Wood Print Media

TRUE WOOD™ VENEER is a wide-web, paper thin, continuous roll, printable veneer. True Wood was designed to be used in the packaging and graphic communication markets. It can be used to create wood labels, packages or marketing materials and because every piece of wood is different, every printed piece will be uniquely one-of-a-kind.

PRINTING

True Wood Veneer is versatile and printable using sheet-fed offset, digital, flexo, screen, flatbed inkjet and letterpress printing processes. True Wood will absorb ink a lot like paper. Adjustments for ink absorption and the color of each wood species are required.

NATURAL

Unlike traditional veneer products, True Wood Veneer is produced without the use of chemicals, steam or pressure heating of logs and it's never sanded. Only domestic, certified sustainably grown and harvested hand-selected logs are used and incredible amounts of veneer are yielded from every log. You may notice some natural inclusions and color shifts even within one roll. This is typical and not considered a defect, It's natural. Our partners harvest and process this media to be supremely environmentally responsible.

VARIETIES

True Wood is manufactured using two primary wood species; birch and cherry. These species are used because they are planted, grown and harvested as crops in the United States and these varieties provide the highest yields of veneer per log. Also, both can be "print-stained" so they look like other wood species.

A unique feature of this thin veneer and proprietary process is that it can be laminated to a variety of backing materials including paper boards, films and adhesives, allowing for a wide range of uses. The thin PET film backed veneer is an ideal label face stock material and can easily accept a variety of custom pressure sensitive adhesives. This version can also be used as a translucent product for backlit applications, such as lamp shades or reverse lighted signs and graphics.



FINISHING

True Wood can be die-cut, router-cut, embossed, foiled, scored, folded, laser cut, laser etched, stapled and sewn just like paper. Allow to acclimate for 24 hours or longer during cold weather in each stage of finishing.

It's important to keep the product wrapped at all times and maintain relative humidity at 45-50% to prevent curling.

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TRUE WOOD™ VENEER Product Specifications

True Wood™ PET10 - Clear Polyester Backer

8-mil Cherry or Birch veneer mounted to a 2-mil, polyester backer.

An economical option for back-lit signage or lamination onto other substrates.

Total Thickness	10-mil (+/- .001")
Tensile Strength (MD - +/- 10%)	8,280 psi
Tensile Strength (TD - +/- 10%)	8,710 psi
Moisture Content (Moisture level must be maintained to avoid curl)	~ 4%
Service Temperature Range	0° F to 175° F
Maximum Temperature Exposure For Wood (To Avoid Combustion)	400° F (204° C)

Standard Size: • 55" x 100' Rolls - Custom Rolls or Sheets Available Upon Request

True Wood™ KP17 - Kraft Paper Backer

8-mil Cherry or Birch veneer mounted to a 100% recycled, paper board.

A great option for packaging, stationary or lamination onto other substrates.

Total Thickness	17-mil (+/- .001")
Tensile Strength (MD - +/- 10%)	1,558 psi
Tensile Strength (TD - +/- 10%)	12,164 psi
Moisture Content (Moisture level must be maintained to avoid curl)	~ 4%
Service Temperature Range	0° F to 175° F
Maximum Temperature Exposure For Wood (To Avoid Combustion)	400° F (204° C)

Standard Size: • 50.5" x 100' Rolls - Custom Rolls or Sheets Available Upon Request

True Wood™ PSA - Pressure-Sensitive Adhesive (Emulsion Acrylic)

8-mil Cherry or Birch veneer on 2-mil PET carrier with a permanent adhesive and a 50# liner.

Ready for mounting to many products for labels, wrapping and much more.

Total Thickness (Veneer and Adhesive Only)	11-mil (+/- .001")
Tensile Strength (MD - +/- 10%)	1,332 psi
Tensile Strength (TD - +/- 10%)	10,595 psi
Moisture Content (Moisture level must be maintained to avoid curl)	~ 4%
Service Temperature Range	0° F to 175° F
Maximum Temperature Exposure For Wood (To Avoid Combustion)	400° F (204° C)

Standard Size: • 39" x 100' Rolls - Custom Rolls or Sheets Available Upon Request

IMPORTANT NOTES

- True Wood™ will absorb ink a lot like paper. Adjustments for ink absorption and material color shifts will need to be made.
- It's important to keep the product wrapped at all times and maintain relative humidity at 45-50% to prevent curling.

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - Eco-Solvent, Solvent, Latex, UV-Cured
Flexo - Conventional, UV-Cured
Litho / Offset - Conventional, UV-Cured
Screen - Conventional, UV-Cured

STANDARD APPLICATIONS

Labels
Packaging
Retail POP / POS
Adhesive / Mounting

Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to this media. Xcel recommends testing the product for all intended applications and print technologies.

Examples of Grain Variations



Standard Cherry



Cherry with heart & sap wood



Standard Birch



Birch with mineral deposits

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Recycling Retired Graphics

Environmental Responsibility with Visual Magnetix Graphic System®

REDUCE, REUSE, RECYCLE

In today's world, one of the top three environmental issues we face is waste production. Visual Magnetix has taken an important ecological step by reducing our carbon footprint in our manufacturing process and in our close working relationship with Covanta Energy, who converts retired graphics made from Visual Magnetix' MagnaMedia® into reusable metal and sustainable energy.

MANUFACTURING FOR SUSTAINABILITY

Visual Magnetix' MagnaMedia is constructed on polypropylene or polyester film base then coated with our VM engineered and patented Micro-Iron™ technology. Many MagnaMedia films are constructed from films made from 25-50% recycled plastic bottles.

ENERGY FROM WASTE (EfW)

Energy-from-waste is a process that shreds waste and feeds it through a system of three boilers, which then in turn produce steam that is used to power a turbine to generate electricity. The process employed by Covanta also includes the recovery of ferrous material prior to the waste being fed through the boilers. Any non-ferrous metals as well as ferrous material missed during the front end extraction process is later separated from the ash by-product produced at WTE Recycling in Massachusetts. For every ton of retired graphics processed in a EfW process facility, almost one ton of Greenhouse Gas is avoided that would have been emitted during new steel production. Covanta facilities recover and recycle over 400,000 tons of ferrous metal annually, which is enough to build an estimated 300,000 hybrid cars each year.

TAKE THE NEXT STEP

We need your help to create a cleaner world together. All Visual Magnetix' MagnaMedia are part of our Retired Graphics program. To participate in this environmentally responsible program, simply return your retired graphics to the following address, we take care of the rest.

VISUAL MAGNETIX RETIRED GRAPHICS PROGRAM

1 EMERSON STREET, MENDON, MA 01756 US

All retired graphics returned to our facility will be delivered to Covanta Inc. where approximately 85% of MagnaMedia weight is recycled back into steel production and about 15% converted into electricity.

For additional information on Covanta Inc. visit their website at www.covantaenergy.com; Reference attached letter from Richard O'Conner, Waste Manager of Covanta-SEMASS



VISUAL MAGNETIX

Visual Magnetix Limited Partnership
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VisualMagnetix.com
info@visualmagnetix.com

ActiveWall® Micro-Iron® Latex Primer

Visual Magnetix® ActiveWall® commercial grade Micro-Iron® Latex primer is a latex, water-based primer used to activate wall surfaces that will receive InvisiLock® magnet. The primer is designed specifically for use in dynamic wall space applications with the Visual Magnetix Graphic System®. Visual Magnetix 2-sided InvisiLock flexible roll magnet is applied over the ActiveWall primer coat allowing MagnaMedia® to be layered and quickly changed. InvisiLock eliminates the need for using adhesives or other hardware that could damage the wall surface. ActiveWall surfaces can be overcoated with any color of interior wall paint while maintaining their magnetic receptive properties.



ActiveWall®

Activate



Features and Benefits

- 100 square foot per gallon coverage.
- Primer is low odor, non-toxic, low VOC, and lead free.
- Water based for easy application clean up.
- Suitable for limited outdoor use.
- Attracts indefinitely.
- Can be coated over with 6 layers of topcoat paint before reactivation is required.
- Made in the U.S.A.

Physical Data

Color	Black
Viscosity	137 KU
Solids by Weight	82%
Weight Per Gallon	20.80 LBS
pH	8.3
Fire Rating	Class A (ASTME-84-98)

Product Safety

ActiveWall primer poses no known health or safety issues and does not cause signal interference or damage with electronic equipment.

Shelf Life

Best if used within 2 years from the date of manufacture.
Recommended storage conditions: 60-90° F. Less than 85% RH.

Products / Sizes

PRODUCT NAME	PRODUCT DESCRIPTION	PRODUCT CODE	QUANTITY
VM-ActiveWall	Micro-Iron Latex Primer	VMAWPQ-01QRT	1 quart
		VMAWP1-01GAL	1 gallon
		VMAWP3-03GAL	3 gallons

Installation Required Tools

- 1/4" nap roller (foam roller not recommended).
- Painting pad or brush for cutting in.
- Wide metal putty knife or trowel for smoothing.
- Optional airless spray system with 5-17 tip.
- ActiveWall® may be thinned with water.

Installation Surface Preparation

- Clean surface and verify that the area is free of grease oil, dirt, and other contaminants.
- Surface must be smooth for best results.

Recommended Application Instructions

- Mix the ActiveWall primer thoroughly by stirring it. For best results, temperature should be between 60°F and 90°F with humidity below 85%.
- Using a 1/4" nap roller (foam rollers are not recommended), apply a liberal coat of primer. Primer dries quickly. DO NOT OVERWORK. Let dry.
- Apply second coat of primer in 3 ft. by 3 ft. areas with same 1/4" nap roller. Using a wide sheetrock knife or trowel, immediately scrape fresh primer in an upward diagonal motion across the surface, applying firm pressure until you have spread the primer as thin as possible.
- Surface should now be smooth with low points filled with primer and high points removed.
- Continue applying the second coat of primer across the whole surface as directed above.
- Allow final primer coat to dry for 2 hours when top-coating with latex paints. Allow final primer coat to dry for 24 hours when top-coating with oil based paints. If finish is a red or yellow it is recommended to apply a white primer between your ActiveWall and your final coat of paint.
- Easy clean up with soap and water.
- Do not exceed the recommended area of coverage of 100 sq. ft. per gallon of primer.

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VM-CHALKboard™

Visual Magnetix[®] VM-CHALKboard is a unique addition to the Specialties Collection of MagnaMedia[®]. A 100% polyester base coated with a black chalkboard, writable and printable surface, VM-CHALKboard is ideal for producing hand written menu boards, educational chalkboards and any other applications requiring a chalk writable surface that can be printed with many digital and analog print technologies. VM-CHALKboard features a patented Micro-Iron[®] back coating enabling displays to be effortlessly updated, easily installed, layered, transported, stored or recycled.

Features and Benefits

- 100% opaque, no show through.
- Conforms easily to curves and bends for contour applications.
- Black, writable, chalkboard surface. Custom colors available.
- Chalkboard surfaces can be printed for permanent lines and art to compliment handwritten content.
- Durable, polyester base. Will not tear or stretch.
- Excellent for menu boards, accepts most dustless, soft chalk.
- Easy to erase.

Physical Data

Total Caliper*	13-mil / 330 Micron
Gloss 60°*	Semi-matte
Whiteness*	N/A
Opacity	100%
Fire Rating	Class A (ASTME-84-98)
Optimal Conditions	50% RH / 70F

Available Sizes

60 in x 100 ft roll – 3 in Core

Product Code

VMPCBD-60100

Application Information

- Excellent for architectural, design, healthcare, hospitality, retail, education, and visual merchandising markets.
- Apply, remove and store like any other MagnaMedia.
- May be overlaid with up to 2 MagnaMedia films.

Printer Compatibility

VM-CHALKboard is compatible with most solvent, eco-solvent, UV Cured, HP Latex, and analog printing technologies (see chart).

●	●	●	●	●	●	●	●	●	X
SCREEN	LITHO / OFFSET	FLEXO	THERMAL / TONER BASED	HP LATEX	SOLVENT (ECO)	UV-CURED	DIGITAL / OFFSET	WATERBASED INK JET	

Recyclability

All MagnaMedia, including VM-CHALKboard, will be recycled into energy and new steel production when returned to Visual Magnetix per our "Recycling Retired Graphics" program available for download at www.visualmagnetix.com.

Roll-Out



* Thickness and whiteness listed are nominal values.

COMPATIBILITY KEY

- VM certified best results
- Uncertified – Profile dependent
- Will print – Not recommended
- X Not compatible

Renew



VM-DRYerase[™]

Visual Magnetix[®] VM-DRYerase is a versatile addition to the Specialties Collection of MagnaMedia[®] and the featured product within our Dynamic Spaces[™] concept. A 13 mil* 100% white polyester base coated with a durable, clear, dry erase writable and printable surface, VM-DRYerase is ideal for producing hand written menu boards, educational white boards, corporate boardrooms, writable wall coverings and any other application requiring a dry erase writable surface that can be printed with many digital and analog print technologies. VM-DRYerase features a patented Micro-Iron[®] back coating enabling Dynamic Spaces to be effortlessly updated, easily installed, layered, transported, stored or recycled.

Features and Benefits

- 100% opaque, no show through.
- Conforms easily to curves and bends for contour applications.
- White writable dry erase surface.
- DRYerase surface can be printed for permanent lines and art to compliment handwritten content.
- Durable, polyester base. Will not tear or stretch.
- Excellent for menu boards, boardrooms, wall coverings.
- Accepts all dry erase markers.
- Erases cleanly, excellent "Ghosting" resistance.
- Can be cleaned with isopropyl alcohol. Even removes permanent marker.
- Ultra durable surface. Aerospace technology used in the patented dry erase coating.

Physical Data

Total Caliper*	13-mil / 330 Micron
Gloss 60°*	High
Whiteness*	100%
Opacity	100%
Fire Rating	Class A (ASTME-84-98)
Optimal Conditions	50% RH / 70F

Available Sizes

48 in x 100 ft roll – 3 in Core

Product Code

VMDERS-48100

Application Information

- Excellent for architectural, design, healthcare, hospitality, retail, education, and visual merchandising markets.
- Apply, remove and store like any other MagnaMedia.
- May be overlaid with up to 2 MagnaMedia films.

Printer Compatibility

VM-DRYerase is compatible with most UV Cured printing technologies (see chart).

X	X	X	X	X	X	●	X	X
SCREEN	LITHO / OFFSET	FLEXO	THERMAL / TONER BASED	HP LATEX	SOLVENT (ECO)	UV-CURED	DIGITAL / OFFSET	WATERBASED INK JET

Recyclability

All MagnaMedia, including VM-DRYerase, will be recycled into energy and new steel production when returned to Visual Magnetix per our "Recycling Retired Graphics" program available for download at www.visualmagnetix.com.

Roll-Out



* Thickness and whiteness listed are nominal values.

COMPATIBILITY KEY

- VM certified best results
- Uncertified – Profile dependent
- Will print – Not recommended
- X Not compatible

Renew



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VM-InvisiLock®-30HE

Visual Magnetix® InvisiLock® custom engineered magnet is designed specifically for use with the Visual Magnetix Graphic System. VM-InvisiLock-30HE is an adhesive-backed flexible black magnet, that can be applied to smooth interior fixture surfaces. The high-energy magnetic surface supports up to 4 MagnaMedia® layers allowing for special promotions or accents to be applied on top of a base graphic.

Attract



Features and Benefits

- Adhesive-backed InvisiLock magnet.
- High-energy magnet supports up to 4 MagnaMedia layers.
- Proprietary polarity allows InvisiLock fixtures to lock in place.
- Flexible rolls for application to concave and convex surfaces.
- Excellent lay flat.
- Easy to cut and trim with a utility knife or scissors.
- Magnet engineered to low gauss level for safety.

Physical Data

Total Caliper*	30-mil / 762 Micron
Opacity	100%
Gauss @ 0.25" gap	<1
Adhesive Peel Adhesion	8# / in
Stainless Steel – 30 min.	
Adhesive Tensile Strength (MD/CD)	10# / in
Adhesive Elongation (MD/CD)	100 / 90%

Chemical Resistance

Resistant to water, detergent and alcohol. Not recommended for use in contact with aliphatic or aromatic hydrocarbons.

Products / Sizes

PRODUCT NAME	PRODUCT DESCRIPTION	PRODUCT CODE	WIDTH AND LENGTH
VM-InvisiLock-30HE	30-mil, High-energy, Adhesive-backed	VM30HE-24050	24.375 in x 50 ft
		VM30HE-24010	24.375 in x 10 ft

Recyclability

VM-InvisiLock-30HE can be recycled using Visual Magnetix "Recycling Retired Graphics" program available for download at www.visualmagnetix.com.

Visual Magnetix does not warrant or guarantee that InvisiLock® magnet with adhesive will adhere successfully to any and all surfaces or that InvisiLock magnet will support any or all types of fixtures. InvisiLock adhesive backed products should always first be tested for compatibility and adhesive strength on the surface intended for application before beginning the final installation. Adhesives work best on smooth non-porous surfaces such as glass and stainless steel as compared to rough, porous surfaces and may be impacted by environmental conditions such as humidity and temperature. Visual Magnetix does not recommend application of its adhesive-backed InvisiLock products directly to drywall or painted drywall surfaces. For direct to drywall application, we recommend painting the wall surface with ActiveWall® primer before application of InvisiLock-30 HE magnet, which does not have adhesive. InvisiLock Magnet with Surface Protect™ (white) is designed for applying dimensional objects to a MagnaMedia® graphic surface and should be used on the reverse side of the object being applied, not as a substitute for standard InvisiLock (black) magnet that MagnaMedia graphics are applied to. Visual Magnetix does not recommend InvisiLock magnet for magnetically attaching fixtures to walls or other surfaces in areas where the general public may accidentally cause the fixture to come free from the wall or surface where the fixture is attached. Liability of Visual Magnetix Limited Partnership is limited to the terms and conditions document that is available upon request.

Application Information

- Adhesive-backed magnet does not require ActiveWall® primer.
- Use with any MagnaMedia product.
- Best for indoor fixture applications.
- Do not roll this material to less than 4" diameter, as adhesive wrinkling may result.

Shelf Life

Two years when stored at 75° F (24° C) and 50% relative humidity or less.

Product Safety

InvisiLock magnet is a ferrite-based magnet and poses no health or safety issues. Unlike stronger, rare-earth neodymium permanent magnets, the multi-pole nature and lesser strength of ferrite magnets does not emit a strong magnetic field into the environment and therefore does not cause signal interference or damage with computerized equipment. At a gap of 0.25" or greater gauss readings are well below 1.0 and at 7 ft. the gauss level is "not recordable" using a Model 2010A Gauss Meter. Due to its low gauss emission, InvisiLock magnet is not recognized as a "magnetized material" per IATA (International Air Transportation Association) definition and therefore can be air shipped in bulk quantity.

* Thickness listed is nominal.

Renew



Visual Magnetix
Limited Partnership
1 Emerson Street,
Mendon, MA 01756
P 508 381-2400 F 508 381-2401
Toll Free 855 VISMAG4

VisualMagnetix.com
info@visualmagnetix.com

VM-InvisiLock®-40HE

Visual Magnetix® InvisiLock® custom engineered magnet is designed specifically for use with the Visual Magnetix Graphic System. VM-InvisiLock-40HE is a 2-sided, flexible, black magnet that attracts to surfaces that have been primed with ActiveWall®, latex primer. The high-energy magnetic surface supports up to 4 MagnaMedia® layers allowing for special promotions or accents to be applied on top of a base graphic.

Features and Benefits

Attract



- 2-sided InvisiLock magnet custom engineered for use with ActiveWall Primer.
- High-energy magnet supports up to 4 MagnaMedia layers.
- Proprietary polarity allows InvisiLock fixtures to lock in place.
- Flexible rolls or sheets for application to concave and convex surfaces.
- Excellent lay flat.
- Easy to cut and trim with a utility knife or scissors.
- Magnet engineered to low gauss level for safety.

Physical Data

Total Caliper*	40-mil / 1016 Micron
Opacity	100%
Gauss @ 0.25" gap	<1

Application Information

- Must use with ActiveWall® Primer.
- Use with any MagnaMedia Product.
- Best for wall applications.

Products / Sizes

PRODUCT NAME	PRODUCT DESCRIPTION	PRODUCT CODE	WIDTH AND LENGTH
VM-InvisiLock-40HE	40-mil, High-energy, 2-sided magnet	VM40HE-24024	23.875 x 23.874 in 15 tiles/case
		VM40HE-24050	24.375 in x 50 ft
		VM40HE-24010	24.375 in x 10 ft

Recyclability

VM-InvisiLock-40HE is fully recyclable / recoverable and can be reground and recovered to create new magnet material. See "Recycling Retired Graphics" program available for download at www.visualmagnetix.com.

Visual Magnetix does not warrant or guarantee that InvisiLock® magnet with adhesive will adhere successfully to any and all surfaces or that InvisiLock magnet will support any or all types of fixtures. InvisiLock adhesive backed products should always first be tested for compatibility and adhesive strength on the surface intended for application before beginning the final installation. Adhesives work best on smooth non-porous surfaces such as glass and stainless steel as compared to rough, porous surfaces and may be impacted by environmental conditions such as humidity and temperature. Visual Magnetix does not recommend application of its adhesive-backed InvisiLock products directly to drywall or painted drywall surfaces. For direct to drywall application, we recommend painting the wall surface with ActiveWall® primer before application of InvisiLock-40 HE magnet, which does not have adhesive. InvisiLock Magnet with Surface Protect™ (white) is designed for applying dimensional objects to a MagnaMedia® graphic surface and should be used on the reverse side of the object being applied, not as a substitute for standard InvisiLock (black) magnet that MagnaMedia graphics are applied to. Visual Magnetix does not recommend InvisiLock magnet for magnetically attaching fixtures to walls or other surfaces in areas where the general public may accidentally cause the fixture to come free from the wall or surface where the fixture is attached. Liability of Visual Magnetix Limited Partnership is limited to the terms and conditions document that is available upon request.

Product Safety

InvisiLock magnet is a ferrite-based magnet and poses no health or safety issues. Unlike stronger, rare-earth neodymium permanent magnets, the multi-pole nature and lesser strength of ferrite magnets does not emit a strong magnetic field into the environment and therefore does not cause signal interference or damage with computerized equipment. At a gap of 0.25" or greater gauss readings are well below 1.0 and at 7 ft. the gauss level is "not recordable" using a Model 2010A Gauss Meter. Due to its low gauss emission, InvisiLock magnet is not recognized as a "magnetized material" per IATA (International Air Transportation Association) definition and therefore can be air shipped in bulk quantity.

* Thickness listed is nominal.

Renew



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VM-POLYeight[®]

Visual Magnetix[®] VM-POLYeight is a high utility product in the films family of MagnaMedia[®]. A 12-mil* magnetic receptive polyester film with a satin print surface, VM-POLYeight is made from 25-50% post-consumer PET plastic. VM-POLYeight is ideal for producing high resolution photo and artwork reproductions, overlays, and economical POP signage using most digital and analog printing technologies and features a patented Micro-Iron[®] back-coating enabling displays to be effortlessly updated, easily installed, layered, transported, stored or recycled.

Features and Benefits

- Premium satin print coating optimized for analog, latex and UV cure print devices.
- 12 mil* polyester base. Economical with quality "hand".
- Water/smudge resistant print surface.
- 25-50% post-consumer recycled PET plastic.
- 100% opaque – No show through.
- Easy to install – No frames, wraps or stretching necessary.
- PVC free.

Physical Data

Total Caliper*	12-mil / 305 Micron
Gloss 60°	Satin
Whiteness*	94.9%
Opacity	100%
Fire Rating	Class A (ASTME-84-98)
Optimal Conditions	50% RH / 70°F

Available Sizes

37 in x 100 ft roll – 3 in Core
54 in x 100 ft roll – 3 in Core
54 in x 300 ft roll – 3 in Core
54 in x 200-300 ft roll – 3 in Core

Product Code

VMP812-37100
VMP812-54100
VMP812-54300
VMP812-54XXX

Application Information

- Excellent for durable displays and POP signage.
- Apply, remove and store like any other MagnaMedia.
- Polyester base designed for high temperature applications.

Printer Compatibility

VM-POLYeight is compatible with most UV-Cured, HP Latex, and analog printing technologies (see chart).

●	●	●	●	●	×	●	●	×
SCREEN	LITHO / OFFSET	FLEXO	THERMAL / TONER BASED	HP LATEX	SOLVENT (ECO)	UV-CURED	DIGITAL / OFFSET	WATERBASED INK JET

Recyclability

All MagnaMedia, including VM-POLYeight, will be recycled into energy and new steel production when returned to Visual Magnetix per our "Recycling Retired Graphics" program available for download at www.visualmagnetix.com.

Protecting Images

Liquid laminates are recommended as they can be easily applied to the textured surface with good results. Apply minimally to maintain surface texture. Always pretest liquid laminates for compatibility prior to applying to finished graphic.

Roll-Out



* Thickness and whiteness listed are nominal values.

COMPATIBILITY KEY

- VM certified best results
- Uncertified – Profile dependent
- Will print – Not recommended
- ×

Renew



VM-POLYeight® UV

Visual Magnetix® VM-POLYeight UV is a 12-mil*, magnetic receptive white polyester film with a high gloss print surface. VM-POLYeight UV is ideal for producing high resolution photo and artwork reproductions, overlays, and economical POP signage using most digital and analog printing technologies and features a patented Micro-Iron® back-coating enabling displays to be effortlessly updated, easily installed, layered, transported, stored or recycled.

Roll-Out



* Thickness and whiteness listed are nominal values.

COMPATIBILITY KEY

- VM certified best results
- ◐ Uncertified – Profile dependent
- Will print – Not recommended
- ✕ Not compatible

Renew



Features and Benefits

- Premium gloss print coating optimized for analog and UV cure print devices.
- 12 mil* polyester base. Economical with quality “hand”.
- Water/smudge resistant print surface.
- 100% opaque – No show through.
- Easy to install – No frames, wraps or stretching necessary.
- PVC free.

Physical Data

Total Caliper*	12-mil / 305 Micron
Gloss 60°	Gloss
Whiteness*	100%
Opacity	100%
Fire Rating	Class A (ASTME-84-98)
Optimal Conditions	50% RH / 70°F

Available Sizes

54 in x 100 ft roll – 3 in Core
60 in x 100 ft roll – 3 in Core

Product Code

VMP8UV-54100
VMP8UV-60100

Application Information

- Excellent for durable displays and POP signage.
- Apply, remove and store like any other MagnaMedia.
- Polyester base designed for high temperature applications.

Printer Compatibility

VM-POLYeight UV is compatible with most UV-Cured and analog printing technologies (see chart).

●	●	●	●	◐	✕	●	●	✕
SCREEN	LITHO / OFFSET	FLEXO	THERMAL / TONER BASED	HP LATEX	SOLVENT (ECO)	UV-CURED	DIGITAL / OFFSET	WATERBASED INK JET

Recyclability

All MagnaMedia, including VM-POLYeight UV, will be recycled into energy and new steel production when returned to Visual Magnetix per our “Recycling Retired Graphics” program available for download at www.visualmagnetix.com.

Protecting Images

Liquid laminates are recommended as they can be easily applied to the textured surface with good results. Apply minimally to maintain surface texture. Always pretest liquid laminates for compatibility prior to applying to finished graphic.

VM-POLYfive™

Visual Magnetics® VM-POLYfive is a high utility product in the films family of MagnaMedia®. A 9-mil* magnetic receptive polyester film with a satin print surface, VM-POLYfive is made from 25-50% post-consumer PET plastic. VM-POLYfive is ideal for producing high resolution photo and artwork reproductions, overlays, and economical POP signage using most digital and analog printing technologies and features a patented Micro-Iron® back-coating enabling displays to be effortlessly updated, easily installed, layered, transported, stored or recycled.

Features and Benefits

- Premium satin print coating optimized for analog, latex and UV cure print devices.
- 9 mil* polyester base. Economical with quality "hand".
- Water/smudge resistant print surface.
- 25-50% post-consumer recycled PET plastic.
- 100% opaque – No show through.
- Easy to install – No frames, wraps or stretching necessary.
- PVC free.

Physical Data

Total Caliper*	9-mil / 229 Micron
Gloss 60°	Satin
Whiteness*	93.4%
Opacity	100%
Fire Rating	Class A (ASTME-84-98)
Optimal Conditions	50% RH / 70°F

Available Sizes

54 in x 100 ft roll – 3 in Core
54 in x 300 ft roll – 3 in Core
54 in x 200-300 ft roll – 3 in Core

Product Code

VMP509-54100
VMP509-54300
VMP509-54XXX

Application Information

- Excellent for durable displays and POP signage.
- Apply, remove and store like any other MagnaMedia.
- Polyester base designed for high temperature applications.

Printer Compatibility

VM-POLYfive is compatible with most UV-Cured, HP Latex, and analog printing technologies (see chart).

●	●	●	●	○	×	●	●	×
SCREEN	LITHO / OFFSET	FLEXO	THERMAL / TONER BASED	HP LATEX	SOLVENT (ECO)	UV-CURED	DIGITAL / OFFSET	WATERBASED INK JET

Recyclability

All MagnaMedia, including VM-POLYfive, will be recycled into energy and new steel production when returned to Visual Magnetics per our "Recycling Retired Graphics" program available for download at www.visualmagnetics.com.

Protecting Images

Liquid laminates are recommended as they can be easily applied to the textured surface with good results. Apply minimally to maintain surface texture. Always pretest liquid laminates for compatibility prior to applying to finished graphic.

Roll-Out



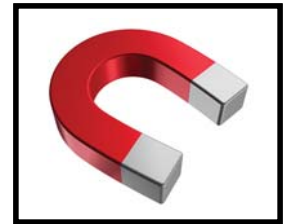
* Thickness and whiteness listed are nominal values.

COMPATIBILITY KEY

- VM certified best results
- Uncertified – Profile dependent
- Will print – Not recommended
- ×

Renew





XCEL PRODUCTS, INC.

WHITE ACTION™ MAGNET

ACTION™ flexible magnetic sheeting is a thermoplastic, permanent magnetic product with superior holding power on most metallic surfaces. The white matte vinyl face is an ideal print surface for most printers and ink types.

Performance Features:

- High-intensity, multi-pole magnetic arrangement
- Standard magnetization on the non-laminated side of the flexible sheeting
- Custom magnetization upon request

Roll Sizes and Options:

- 24.375", 40" and 48" wide
- 15-mil, 20-mil and 30-mil gauges
- Plain magnet, custom colors and finishes available upon request
- Standard rolls (50' or 100') and custom roll lengths
- Custom slitting available
- Custom sheets available

**Not all gauges and widths are stocked, please call for availability*

STANDARD SPECIFICATIONS		Value
Tensile Strength		700 psi (49 kg/cm ²)
Weatherability (Rain, Sleet and Snow Approved)		-15° F to 160° F (-26° C to 71° C)
Hardness		Shore D60
Specific Gravity		3.5 g/cm ³
Shrinkage (for 7 days)		<1.5% @ 158° F (70° C) for 7 days
Flexibility (at 68° F / 20° C)		Coiled to ½" radius without cracking
Magnetic Pull Strength	15-mil	30 Pull/Lbs per Sq Ft Minimum
	20-mil	60 Pull/Lbs per Sq Ft Minimum
	30-mil	85 Pull/Lbs per Sq Ft Minimum

Important Note:

Printers must be tested for compatibility. These products are magnetized and will stick to ferrous metals. Only printers constructed with non-ferrous materials, like aluminum, will allow the magnet to pass through the printer smoothly.

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - Eco-Solvent, Solvent, UV-Cured
Flexo - Conventional, UV-Cured
Screen - Conventional, UV-Cured

STANDARD APPLICATIONS

Temporary Vehicle Signage
Promotional Labels & Tags
Retail POP / POS
Industrial Tags

Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to this media. Xcel recommends testing the product for all intended applications and print technologies.

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X-Bloc™ Window Graphics

Two-part indoor and outdoor window solution



Two-sided blackout window graphics just got easier. The X-Bloc™ solution featuring our X-Tac™ adhesive is simple and convenient. X-Tac is an optically clear transfer adhesive that will permanently bond to the graphic while providing excellent adhesion and clean removability to glass.

Xcel's 2-part system is a great alternative to the traditional 3-part process using barrier films. The X-Bloc solution provides cost-savings in media and labor. The X-Bloc printable substrates are 100% opaque, available for indoor or outdoor environments and suited for many popular print devices.

Typical Applications

- Push/Pull graphics
- Business hours graphics
- Grocery fridge/freezer graphics
- Room darkening/sun blocking
- Privacy barriers

Part 1: PRINTABLE SUBSTRATES

8.5-pt Blockout Paper (Indoor Applications Only)

Opaque two-side printable paper

- Smooth finish with superior print quality
- Available in 44" and 57" rolls or custom size rolls and sheets
- Ideal for screen, offset and U.V. Inkjet printing

8-mil EcoMedia™ (Indoor & Outdoor Applications)

Opaque two-side printable, non-PVC, smooth faced film

- Excellent weatherability and durability
- Available in 54" rolls or custom size rolls and sheets
- Ideal for screen, offset and U.V. Inkjet printing

Part 2: X-Tac™ Optically Clear Adhesive

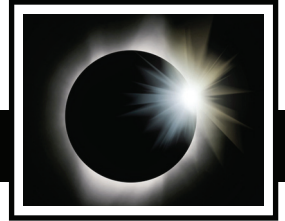
X-Tac's permanent side will bond to graphics while the removable side provides excellent adhesion to glass but removes without leaving any adhesive residue.

- Superior clarity and excellent cold weather performance
- Available in 43", 51", 54" & 61" rolls or custom slit widths
- See laminating and mounting instructions on reverse side

*Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to our blackout substrates.
Xcel recommends testing all product for all intended applications and print technologies.*

X-Tac™

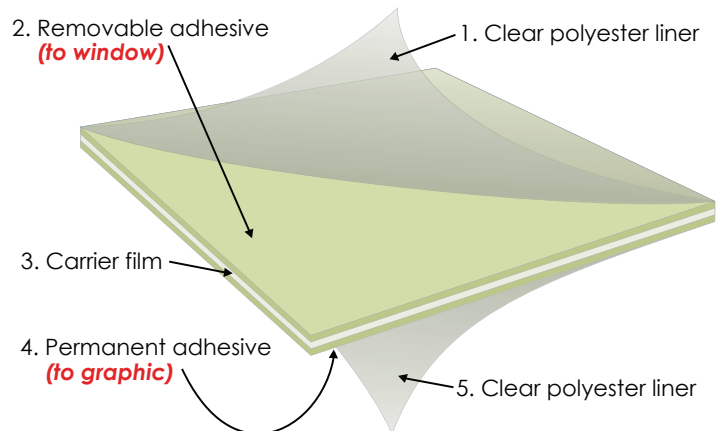
Optically Clear Window Adhesive



X-Tac™ is an optically clear, double-sided adhesive designed for removable window graphics. X-Tac is the featured component of the X-Bloc™ two-sided window graphic system; a simple and proven solution for indoor and outdoor applications.

X-Tac Construction:

1. Clear polyester liner
2. **Removable** adhesive
 - Labeled at beginning of roll
 - Removable side wound out
 - Mount to window
3. Carrier film (Between adhesives)
4. **Permanent** adhesive
 - Labeled at beginning of roll
 - Permanent side wound in
 - Mount to graphic/substrate
5. Clear polyester liner



Laminating Tips:

1. To expose the permanent adhesive, peel back a corner of the liner from the **removable** adhesive and place a piece of tape on the adhesive.
2. While holding the tape, pull back the other liner and expose the **permanent** adhesive to be laminated to the substrate.
3. The liner on the **removable** adhesive remains on the finished graphic until installation.

Mounting Tips:

1. Use standard hinge techniques for alignment on window.
2. Wet application methods will provide an easier installation and the best immediate clarity.
3. Use firm pressure with a hard squeegee to remove as much air/liquid as possible.
3. Allow at least 24 hours for complete clarity.

*Xcel Products, Inc. does not represent, warrant or guarantee that all X-Tac™ will work for all applications.
Xcel recommends testing all product for all intended applications and print technologies.*

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HI-TACK STATIC CLING **X-CLING**
X-PERM

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MAGNET **CLEAR FOCUS**® **PERFORATED FILM**
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- Custom Sheeting - Up to 80" Wide
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- Power Cutting - Up to 87" Wide



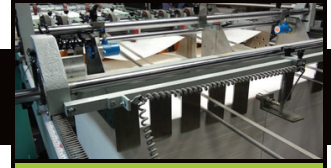
LITHO PRINTING MEDIA



WIDE-FORMAT MEDIA



FLEXO PRINTING MEDIA



CUSTOM CONVERTING

X PRESSURE-SENSITIVE PRODUCTS

ACTION™ Magnet for XMR™

Adhesive-backed and double-sided magnet for use with XMR™ - Xcel Magnetic Receptive Media

- Standard Energy (SE) or High Energy (HE) versions
- Cost savings with proven performance

X-Wall™

Temporary/repositionable wall graphic media

- Premium (PVC) • Standard (PVC) • Lite (PP) • Fabric (PET)

X-Glass™

High clarity films for glass with extra light tack

X-Tac™

Optically clear permanent/removable adhesive for double-sided X-Bloc™ window graphics

Clear Focus Perforated Window Film

Perforated vinyl for two-way vision window applications

X-Cling™

Cost-effective white and clear temporary vinyl media

X-Perm™

Cost-effective white and clear permanent vinyl media

Floor-X Laminates

Durable & slip resistant laminates for floor graphics

Transfer Adhesives

Transfer adhesives for a variety of applications

Custom Manufactured Products

Need something special?

We can develop and manufacture custom formulations to fit your application

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X FLEXIBLE & RIGID PRODUCTS

XMR™ - Xcel Magnetic Receptive Media

The next generation of magnetic-receptive media that adheres to ACTION™ Magnet panels, displays or fixtures.

- Truly affordable
- No edge chipping
- Up to 74" wide
- Washable surface
- Multi-platform printer compatibility

Harmony™ Synthetic Media

Premium litho & digital grade synthetic paper for a variety of unique applications - Teslin® replacement

Eco-Clear™ and Hi-Tack Static Cling™

Eco-Clear is made with renewable plant-based plasticizers. Cling made fresh and custom converted to your needs

EcoMedia

Degradable, recyclable, non-pvc media for double-sided printed banners, posters and displays

Blockout Paper

100% opaque paper for double-sided printing

ACTION™ White Matte Magnet (Plain Available)

White printable magnet up to 48" wide - rolls/sheets

Polyester

Film with exceptional strength & heat stability

Inkjet Media (UV & Eco-Solvent)

Pop-up banners, hanging banners & backlit media

True Wood™ Veneer

Wide-web, paper thin, continuous roll, printable veneer

Rigid Vinyl

Tough & cost-effective in variety of finishes & sizes

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XCEL PRODUCTS, INC.

X-CLING™ & X-PERM™ Vinyl with Adhesive

X-Cling™ is a flexible vinyl featuring a low peel removable adhesive that is designed for point-of-purchase graphics, window decals, promotional labels and standard decals. It is available in white or clear and can be provided with an optional top-coating for conventional offset, flexo or screen printing.

X-Perm™ is a flexible vinyl featuring a permanent adhesive that is designed for point-of-purchase graphics, product identification labels and standard decals. It is available in white, clear and white opaque and can be provided with an optional top-coating for conventional offset, flexo or screen printing.

Typical Applications:

- Temporary/removable graphics
- Product identification
- Point-of-purchase displays
- Promotional multi-color labels and decals
- Base layer for floor graphics (Typically White X-Cling™)
- Bumper stickers
- General screen printing

STANDARD SPECIFICATIONS	Clear	White
Base Product	Gloss PVC	Matte PVC
Color	Clear	White
Thickness (+/- 0.25-mil)	3.4-mil	3.2-mil
Liner	90# Paper	90# Paper
Standard Width	54"	54"
X-Perm Adhesion (PSTC-1, 24 hour dwell, 70° on stainless steel)	48 oz/in	48 oz/in
X-Cling Adhesion (PSTC-1, 24 hour dwell, 70° on glass)	3-9 oz/in	12-24 oz/in
Minimum Application Temperature	+40° F	+40° F
Service Temperature Range	-40° - 180° F	-40° - 180° F
Shelf Life (Stored at 70° F & 50% relative humidity)	6-12 months	6-12 months
Durability/Removability	6-9 months	3-6 months

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - Eco-Solvent, Solvent, Latex, UV-Cured
Flexo - Conventional*, UV-Cured
Litho / Offset - Conventional*, UV-Cured
Screen - Conventional*, UV-Cured

*Top-coated version available for conventional inks

Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to this media. Xcel recommends testing the product for all intended applications and print technologies.

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X-Glass™

Premium Window Graphic Films

X-Glass™ products are polyester and polypropylene films with a unique polymer technology that allows the film to cling to glass and other smooth surfaces. The result is a durable film with soft peel that mimics static cling with increased outdoor and cold-weather performance. X-Glass films are also print treated or top-coated for UV and conventional inks.

Typical Applications

- Window graphics
- Grocery fridge and freezer graphics
- Point-of-purchase displays
- Protective films

Product Specifications	Ultra Clear	Clear	White
Base Product	Gloss PET	Gloss PP	Gloss PP
Color	Clear	Clear	White
Thickness	2-mil	2-mil	2-mil
Liner	3-mil PET	90# Paper	90# Paper
Standard Widths	54"	54"	54"
Target Cling Values (PSTC-1, 180° peel @ 12"/min, 73° on glass)	<1 oz/in	<1 oz/in	<1 oz/in
Minimum Application Temperature	32° F	32° F	32° F
Service Temperature Range	-40° - 225° F	-40° - 180° F	-40° - 180° F
Shelf Life (Stored at 70° F & 50% relative humidity)	2 years	2 years	2 years
Durability (I=Indoor, O=Outdoor - Estimated)	2 years (O)	<6 months (O)	<6 months (O)

Ink/Printer Technology													
	Eco-Solvent Inkjet	Solvent Inkjet	Aqueous Inkjet	UV-Cured Inkjet	UV-Cured Litho/Offset	UV-Cured Screen	Latex Inkjet	Indigo Digital	Conventional Litho/Offset	Conventional Screen	Thermal	Rolls	Sheets
X-Glass Ultra Clear				●	●	●			○	○	●	●	●
X-Glass Clear				●	●	●			●	●		●	●
X-Glass White				●	●	●			●	●		●	●

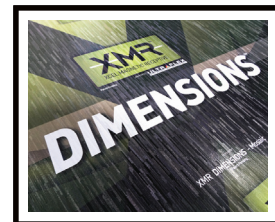
●

Compatible

○

Not Qualified - Testing Required

*Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to X-Glass products.
Xcel recommends testing the product for all intended applications and print technologies.*

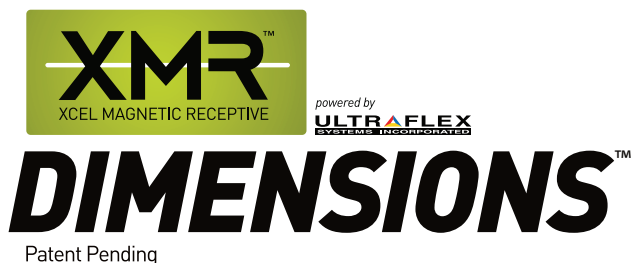


XMR™ DIMENSIONS™ MAGNETIC RECEPTIVE MEDIA

XMR™ DIMENSIONS™ (Patent Pending) combines state of the art embossing technology with Xcel's proven high performance **XMR™ v2.0** magnetic receptive substrate. A wide variety of texture options available such as: Canvas, Mosaic, Woodgrain, Leather, Plaster and many more. Like XMR v2.0, **DIMENSIONS** is compatible with most printers and ink systems, cuts without edge chipping and has the same neutral, bright white surface.

Retail and other business environments need to make an impact on every possible level. Take your changeable display graphics to a new **DIMENSION** that you can see and feel.

There are literally hundreds of existing patterns available with low minimums at an affordable price, but you may also create a custom, exclusive pattern to fit your needs. Imagine your logo embossed into the surface of every image printed, like your own personal watermark. You may also want to bring your advertising to life and match the texture of your new product. The possibilities are limitless with XMR **DIMENSIONS**. Call today for details!



STANDARD ROLL SIZES

• 60" x 100' • 60" x 300'

Custom rolls or sheets available

XMR DIMENSIONS - Canvas



XMR DIMENSIONS - Mosaic



• Many other textures and patterns are available - Call for more information

*Actual Product Images Shown - Not to Scale

Purchase Premium Magnetic Display Fixtures Online at: www.bciimage.com

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
Wallpaper & Architectural Decoration
Menu Boards & Directional Signs

Xcel Products, Inc. does not represent, warrant or guarantee that all inks will adhere to this media. Xcel recommends testing the product for all intended applications and print technologies.

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XMR™ v2.0 - XCEL MAGNETIC RECEPTIVE MEDIA

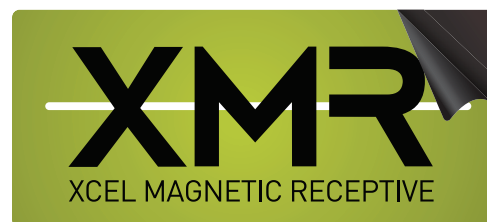
XMR™ v2.0 is the new standard of magnetic receptive media. XMR offers an impressive array of benefits from large format printer compatibility (up to 74 inches), no edge chipping without sacrificing performance at an affordable price point. New XMR v2.0 now incorporates enhancements including a brighter, 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 / 70° F
Shelf Life	1 year
<i>*For indoor use only unless the edges are concealed against outdoor elements</i>	



v2.0

Patent Pending

powered by **ULTRAFLEX**
SYSTEMS INCORPORATED

STANDARD ROLL SIZES

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

Custom rolls or sheets available

Premium magnetic display fixtures available.

Visit www.bciimage.com for more information >

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

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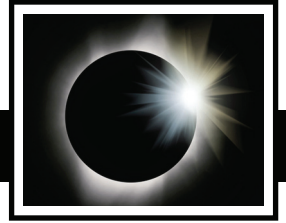
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X-Tac™

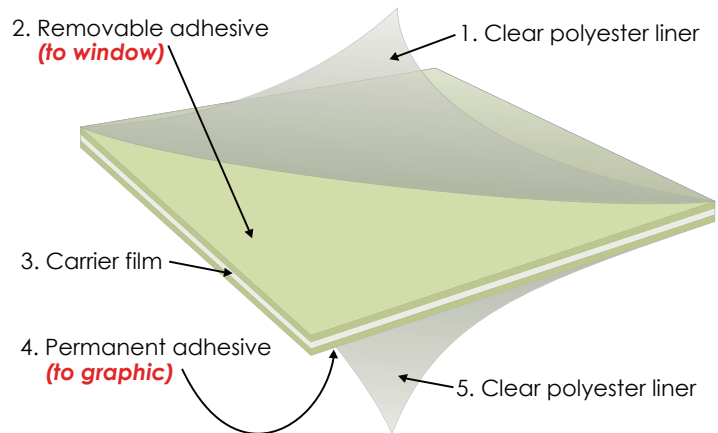
Optically Clear Window Adhesive



X-Tac™ is an optically clear, double-sided adhesive designed for removable window graphics. X-Tac is the featured component of the X-Bloc™ two-sided window graphic system; a simple and proven solution for indoor and outdoor applications.

X-Tac Construction:

1. Clear polyester liner
2. **Removable** adhesive
 - Labeled at beginning of roll
 - Removable side wound out
 - Mount to window
3. Carrier film (Between adhesives)
4. **Permanent** adhesive
 - Labeled at beginning of roll
 - Permanent side wound in
 - Mount to graphic/substrate
5. Clear polyester liner



Laminating Tips:

1. To expose the permanent adhesive, peel back a corner of the liner from the **removable** adhesive and place a piece of tape on the adhesive.
2. While holding the tape, pull back the other liner and expose the **permanent** adhesive to be laminated to the substrate.
3. The liner on the **removable** adhesive remains on the finished graphic until installation.

Mounting Tips:

1. Use standard hinge techniques for alignment on window.
2. Wet application methods will provide an easier installation and the best immediate clarity.
3. Use firm pressure with a hard squeegee to remove as much air/liquid as possible.
3. Allow at least 24 hours for complete clarity.

*Xcel Products, Inc. does not represent, warrant or guarantee that all X-Tac™ will work for all applications.
Xcel recommends testing all product for all intended applications and print technologies.*



XCEL PRODUCTS, INC.

X-WALL™ CHANGEABLE MEDIA

X-Wall™ products are white, printable vinyl, polyolefin and woven PET films with ultra-removable, temporary, repositionable adhesive and ideal for short-term P-O-P/P-O-S promotions. Their high quality construction offer excellent print quality and superior lay-flat properties. Designed to adhere to interior walls, glass or other smooth surfaces and remove without leaving any residue. X-Wall™ is the premier choice for temporary wall graphics.

X-Wall™ Standard is a recognized standard in the industry, this 6-mil vinyl film with removable wall adhesive offers great performance at an exceptional value. **Not compatible with all Latex devices (profile dependant).*

X-Wall™ Premium is an 8-mil vinyl film with removable wall adhesive. The thicker film is easier to apply and hides slight wall textures to give a clean, flat appearance. **Not compatible with all Latex devices (profile dependant).*

X-Wall™ Lite is a 2.6-mil non-vinyl film with removable wall adhesive. The most cost-effective product for quick, frequent change-outs. **Not compatible with Digital/Inkjet: Eco-Solvent, Solvent or Latex.*

X-Wall™ Fabric provides a professional textured surface that mimics premium wall coverings without the messy glues or complicated installation. It is a non-pvc product that is made in the U.S.A. and has a superior bright white finish. With X-Wall Fabric there is no need to sacrifice elegance for a cost-effective media.

STANDARD SPECIFICATIONS	X-Wall™ Lite	X-Wall™ Standard	X-Wall™ Premium	X-Wall™ Fabric
Base Film	Gloss Olefin	Matte PVC	Matte PVC	Woven PET
Standard Gauge	2.6-mil	6-mil	8-mil	7-mil
Liner	90#	90#	90#	60#
Standard Width <i>(Others available with minimum order)</i>	54"	54"	54"	54"
Minimum Application Temperature	50° F	40° F	40° F	40° F
Shelf Life <i>(When stored in conditions of 70° F & 50% relative humidity)</i>	12-months	12-months	12-months	12-months
Indoor Durability <i>(Estimated)</i> Indoor use only. Not recommended for outdoor use.	12-months	24-months	24-months	24-months

PRINTER TYPE / INK COMPATIBILITY

Digital / Inkjet - Eco-Solvent, Solvent, Latex, UV-Cured
Flexo - Conventional, UV-Cured
Litho / Offset - Conventional, UV-Cured
Screen - Conventional, UV-Cured

**See notes above for compatibility exceptions*

STANDARD APPLICATIONS

Temporary/repositionable graphics
Promotional advertising
Point-of-purchase displays
Decorative architectural finishes
Temporary wall coverings

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XCEL PRODUCTS, INC.

X-WALL™ - INSTALLATION GUIDELINES

X-Wall™ graphics require testing, care and patience during installation to ensure satisfactory performance.

STOP INSTALLATION NOW - If your surface has been painted or wall papered in the last 30 days.

STOP INSTALLATION NOW - If your surface has a raised textured finish.

The following surfaces are typical for X-Wall™ Media:

- Smooth, non-textured painted drywall
- Other smooth, non-textured, non-porous surfaces such as glass, laminate or metal
- Smooth, non-textured wall paper
- Flat, smooth, finished wood surfaces such as doors, fixtures and paneling

PLEASE NOTE: All surfaces must be tested for adhesion prior to final installation.

Please call for sample material if needed. Although most installations remove without any issues, Xcel is not responsible for damage to the surface upon removal.

The following surfaces are NOT recommended for X-Wall™ Media:

- Textured wallpaper
- Textured walls (speckled, orange peel, etc.)
- Brick or concrete block
- Unpainted drywall
- Outdoor Walls
- Direct application to vehicles
- Any other surface that is rough, textured, uneven or porous

GRAPHIC APPLICATION INSTRUCTIONS

1. Clean the intended surface thoroughly and allow plenty of time to dry.
2. Do not use cleaners that may leave a residue. TSP, water and isopropyl alcohol typically work well.
3. Lay the graphic flat to allow the memory from the roll to relax.
4. With the liner on, position the graphic on the intended surface and temporarily hold with tape.
5. Create a hinge at the top of the graphic with a line of tape (half on the graphic and half on the surface).
6. Lift the bottom of the graphic and peel the liner off, starting closest to the tape hinge.
7. Starting at the top of the graphic edge, press the exposed adhesive to the surface.
8. Continue to adhere the graphic, working towards the bottom removing air bubbles as you go.
9. If repositioning is necessary, remove the graphic gently and reapply.
10. The use of water or application fluid is not recommended.

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