



# VISUAL MAGNETICS GRAPHIC SYSTEM®

## VM-POLYmatte®

Visual Magnetics® VM-POLYmatte is the most printer friendly product in the films family of MagnaMedia®. A 12-mil\* magnetic receptive polypropylene film with a matte print surface, VM-POLYmatte provides a uniform photo-quality look and feel to the in-store experience. VM-POLYmatte is ideal for producing high resolution photo and artwork reproductions, overlays, and economical POP signage using most digital and analog printing technologies, including aqueous ink jet, and features a patented Micro-Iron® back-coating enabling displays to be effortlessly updated, easily installed, layered, transported, stored or recycled.

Roll-Out



### Features and Benefits

- Premium matte print coating optimized for aqueous, solvent, latex and UV-Cured print devices.
- Polypropylene 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.

### Application Information

- Excellent for durable displays and POP signage.
- Apply, remove and store like any other MagnaMedia.
- Polypropylene base not designed for high temperature applications.

### Physical Data

|                       |                     |                           |                       |
|-----------------------|---------------------|---------------------------|-----------------------|
| <b>Total Caliper*</b> | 12-mil / 305 Micron | <b>Opacity</b>            | 100%                  |
| <b>Gloss</b>          | Matte               | <b>Fire Rating</b>        | Class A (ASTME-84-98) |
| <b>Whiteness*</b>     | 102%                | <b>Optimal Conditions</b> | 50% RH / 70°F         |

### Products / Sizes

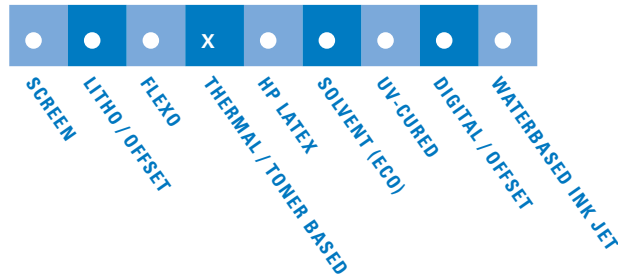
| PRODUCT CODE | AVAILABLE SIZES            |                     |
|--------------|----------------------------|---------------------|
| VMPMAT-37100 | 37 in x 100 ft – 3 in core | (94 cm x 30.5 m)    |
| VMPMAT-54100 | 54 in x 100 ft – 3 in core | (137.2 cm x 30.5 m) |
| VMPMAT-60100 | 60 in x 100 ft – 3 in core | (152.4 cm x 30.5 m) |

\* Thickness and whiteness listed is nominal.

# VM-POLYmatte® (Continued)

## Printer Compatibility

**VM-POLYmatte** is compatible with most aqueous, solvent, Eco-solvent, UV-Cured, HP Latex, and analog printing technologies (see chart).



## Recyclability

All MagnaMedia, including **VM-POLYmatte**, 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.visualmagnetics.com](http://www.visualmagnetics.com).

## Protecting Images

Visual Magnetix recommends laminating graphics that are printed on **VM-POLYmatte** prior to cutting. Laminating with a thin cast laminate or liquid laminate will protect the graphic from dirt/oils and prevent minor chipping that may occur when cutting or trimming the graphic.

### COMPATIBILITY KEY

- VM certified best results
- ◐ Uncertified – Profile dependent
- ✗ Not compatible
- △ HP Certified for Latex Inks

Renew



The information presented in this product data sheet is based upon Visual Magnetix' present knowledge of the product and is believed to be accurate. Products often are improved which may cause the current information presented to be out of date. It is always the users responsibility to determine suitability of this product for the intended application prior to production.