



SGIA EXPO BOOTH 2869

Visual Magnetics Launches VM-POLYEDGE™ Value Line, VM-CHALKboard PLUS™ and VM-POLYeight PLUS™

Mendon, Mass., October 20, 2014 – Visual Magnetics, industry leader in magnetic receptive print technology, is back in force for the SGIA Expo. The company is launching three new products, the VM-POLYEDGE™ line, VM-CHALKboard PLUS™ and VM-POLYeight PLUS™, on the opening day of the trade show.

The VM-POLYEDGE line is a new family of magnetic receptive MagnaMedia® that provides unmatched economy, value and agility to campaigns, delivering aggressive cost savings to the entire large format graphics industry. This collection maintains the quality Visual Magnetics has built its name on, and is also 100% PVC-free with true cross-platform compatibility.

“The reality is, in order for magnetic receptive to deliver on the promise of consistent print results and easy, smooth installation, there needs to be a benchmark of quality, which we’ve been providing to customers for years,” says Joe Deetz, CEO of Visual Magnetics. “This is where we are confident POLYEDGE stands out from the competition. We are delivering aggressive cost savings with a product that holds true to our high quality standards.”

The company will also premiere two new products in its MagnaMedia line, VM-CHALKboard PLUS and VM-POLYeight PLUS. VM-CHALKboard PLUS boasts a printable surface that has been optimized for use with liquid chalk markers, allowing for the combination of printed elements with free-hand artwork and lettering. The material will serve the existing needs of brands in the grocery, café and restaurant industries as an easy-to-install and easy to manipulate material for menu boards and signage. VM-POLYeight PLUS is an optimized version of Visual Magnetics’ popular VM-POLYeight® print media, boasting the highest possible white point, improved durability and rolls up to 60 inches wide. VM-POLYeight PLUS will be offered alongside Visual Magnetics’ legacy product VM-POLYeight.

In addition to these new print media options, Visual Magnetics will be launching InvisiLock® magnet in up to 48” widths later this year. Visit Visual Magnetics at SGIA Expo booth 2869 to learn more.

About Visual Magnetics

Visual Magnetics has been transforming walls and surfaces since CEO Joe Deetz invented magnetic paint in 1992. In 2007, the company introduced MagnaMedia®, the world’s first magnetic-receptive print media. MagnaMedia is a component of the award winning Visual Magnetics Graphic System®, which is used by over 300 leading retailers as an elegant and cost-effective solution for in-store graphics. Visual Magnetics’ materials can be used in a multitude of different environments such as offices, museums and homes to create truly Dynamic Spaces® combining functionality and high design. With over 17 unique finishing options such as fabrics, veneers and dry-erase, all MagnaMedia is made in the USA and is PVC-free, with an entire line dedicated to 100% post-consumer and natural, sustainable bases.

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