



MagnaMedia®

VM-POLYgloss®

A COMPONENT OF Visual Magnetics® Graphic System

10-mil nominal, magnetic-receptive glossy polyester film available in 60" widths

PROPERTY		UNIT OF MEASURE	TYPICAL VALUE	TEST METHOD
Thickness	surface	mils	5.0	ASTM D 374
	ferrous coating	mils	≈ 4.0 – 6.0	
Tensile Strength	MD	psi	22,000	ASTM D 882A
	TD		23,000	
Ultimate Elongation	MD	%	115	ASTM D 882A
	TD		90	
Shrinkage	MD	%	1.5	Unrestrained @ 190°C / 5-min
	TD		1.5	
Light Transmission		%	0	
Optimum Conditions		room temp	70° F	
		relative humidity	35% – 70%	
Whiteness		W	102	ASTM E313-79
Opacity		%	100	
Fire Rating			Class A	ASTM E 84

Substrates may be slit or sheeted to specification

Compatible Printing

Screen, litho/offset, flexo, HP latex, solvent (eco), UV-cured and digital / offset printing

Compatible VM™ Graphic System Components

ActiveWall®, InvisiLock®

Product will be recycled when returned to Visual Magnetics per our "Recycling Retired Graphics" document



VISUAL MAGNETICS

Visual Magnetics Limited Partnership
1 Emerson Street, Mendon, MA 01756
P 508 473-4240 F 508 473-9201
Toll Free 855 VISMAG4 (855 847-6244)

VisualMagnetics.com
info@visualmagnetics.com

REV JUNE 2011



MagnaMedia®

VM-POLYeight® UV

A COMPONENT OF Visual Magnetics® Graphic System

12-mil nominal, magnetic-receptive glossy polyester film, available in 54" and 60" widths

PROPERTY		UNIT OF MEASURE	TYPICAL VALUE	TEST METHOD
Thickness	surface	mils	8.0	ASTM D 374
	ferrous coating	mils	≈ 4.0 – 6.0	
Tensile Strength	MD, thickness 200	psi	22,000	ASTM D 882A
	TD, thickness 200		23,000	
Shrinkage	MD	%	2.8	Unrestrained @ 190°C / 5-min
	TD		1.0	
Whiteness		W	100	ASTM E 313-79
Opacity		%	100	
Fire Rating			Class A	ASTM E 84

Substrates may be slit or sheeted to specification

Compatible Printing

Screen, litho/offset, flexo, thermal / toner based, UV-cured and digital / offset printing

Compatible VM™ Graphic System Components

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MagnaMedia®

VM-POLYeight®

A COMPONENT OF Visual Magnetics® Graphic System

12-mil nominal, magnetic-receptive satin polyester film, available in 37" and 54" widths

PROPERTY		UNIT OF MEASURE	TYPICAL VALUE	TEST METHOD
Thickness	surface	mils	7.5	ASTM D 374
	ferrous coating	mils	≈ 4.0 – 6.0	
Tensile Strength	MD	MPa	112	ASTM D 882
	TD		118	
Ultimate Elongation	MD	%	84	JIS C 2318
	TD		50	
Shrinkage	MD	%	1.2	ASTM D 1204, 150°C / 30-min
	TD		0.8	
Transmission		%	3.0	JIS K 7105
Whiteness	L	%	94.9	JIS K 8722
	a		- 0.5	
	b		1.5	
Opacity		%	100	
Fire Rating			Class A	ASTM E 84

Substrates may be slit or sheeted to specification

Made from 25–50% post consumer plastic bottles

Compatible Printing

Screen, litho/offset, flexo, thermal / toner based, and digital / offset printing

Compatible VM™ Graphic System Components

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MagnaMedia[®]

VM-POLYfive[™]

A COMPONENT OF Visual Magnetics[®] Graphic System

9-mil nominal, magnetic-receptive satin polyester film, available in 54" widths

PROPERTY		UNIT OF MEASURE	TYPICAL VALUE	TEST METHOD
Thickness	surface	mils	5.0	ASTM D 374
	ferrous coating	mils	≈ 4.0 – 6.0	
Tensile Strength	MD	MPa	114	ASTM D 882
	TD		129	
Ultimate Elongation	MD	%	89	JIS C 2318
	TD		49	
Shrinkage	MD	%	1.3	ASTM D 1204, 150°C / 30-min
	TD		0.4	
Transmission		%	6.2	JIS K 7105
Whiteness	L	%	93.4	JIS K 8722
	a		- 0.4	
	b		1.2	
Opacity		%	100	
Fire Rating			Class A	ASTM E 84

Substrates may be slit or sheeted to specification

Made from 25–50% post consumer plastic bottles

Compatible Printing

Screen, litho/offset, flexo, thermal / toner based, and digital / offset printing

Compatible VM[™] Graphic System Components

ActiveWall[®], InvisiLock[®]

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MagnaMedia®

VM-POLYmatte™

A COMPONENT OF Visual Magnetix® Graphic System

14-mil nominal, magnetic-receptive matte polypropylene film, available in 37", 54" and 60" widths

PROPERTY		UNIT OF MEASURE	TYPICAL VALUE	TEST METHOD
Thickness	surface	mils	9.0	ASTM D 374
	ferrous coating	mils	≈ 4.0 – 6.0	
Tensile Strength	MD	psi	11,000	ASTM D 882
	TD		18,400	
Ultimate Elongation	MD	%	150	JIS C 2318
	TD		90	
Whiteness		W	102	
Opacity		%	100	
Fire Rating			Class A	ASTM E 84

Substrates may be slit or sheeted to specification

Compatible Printing

Screen, litho/offset, flexo, HP latex, solvent (eco), UV-cured, digital / offset and water-based ink jet printing

Compatible VM™ Graphic System Components

ActiveWall®, InvisiLock®

Product will be recycled when returned to Visual Magnetix per our "Recycling Retired Graphics" document



VISUAL MAGNETIX

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

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MagnaMedia[®]

VM-SYNpaper[®] C

A COMPONENT OF Visual Magnetics[®] Graphic System

11-mil nominal, magnetic-receptive satin, clay coated synthetic paper, polypropylene film, available in 54" and 60" widths

PROPERTY		UNIT OF MEASURE	TYPICAL VALUE	TEST METHOD
Thickness	surface	mils	7.2	
	ferrous coating	mils	≈ 3.0 – 6.0	ASTM D 374
Tensile Strength	MD	psi	11,000	ASTM D 882
	TD		18,400	
Ultimate Elongation	MD	%	150	ASTM D 882
	TD		60	
Uninitiated Tear Strength	MD	gm/mm	no tear	ASTM D 1922
	TD			
Smoothness		μ	.85	T-555
Gloss Value		60°	46	Gardner Meter
Whiteness	L	%	98.18	Gardner Color Guide
	a		0.74	
	b		0.94	
Opacity		%	> 96	
Fire Rating			Class A	ASTM E 84

Substrates may be slit or sheeted to specification

Compatible Printing

Screen, litho/offset, flexo, UV-cured and digital / offset printing

Compatible VM[™] Graphic System Components

ActiveWall[®], InvisiLock[®]

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MagnaMedia[®]

VM-CHALKboard[™]

A COMPONENT OF Visual Magnetics[®] Graphic System

13-mil nominal, magnetic-receptive, printable, chalkboard film,
available up to 60" widths

PROPERTY		UNIT OF MEASURE	TYPICAL VALUE	TEST METHOD
Thickness	surface	mils	8.0	ASTM D 374
	ferrous coating	mils	5.0 – 8.0	
Tensile Strength	MD	psi	22,000	ASTM D 882A
	TD		23,000	
Shrinkage	MD	%	2.8	Unrestrained @190°C / 5-min
	TD		1.0	
Ultimate Elongation	MD	%	150	ASTM D 882
	TD		60	
Uninitiated Tear Strength	MD	gm/mm	no tear	ASTM D 1922
Weight		oz/yd ²	14	
Gloss Value	matte A	30°	17~28	T-480
	matte B	n/a	n/a	
Opacity		%	100	
Fire Rating			Class A	ASTM E 84

Custom colors available

Substrates may be slit or sheeted to specification

Compatible Printing

Screen, litho/offset, flexo, thermal / toner based, HP latex, solvent (eco), UV-cured
and digital / offset printing

Compatible VM[™] Graphic System Components

ActiveWall[®], InvisiLock[®]

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MagnaMedia®

VM-DRYerase™

A COMPONENT OF Visual Magnetics® Graphic System

13-mil nominal, magnetic-receptive, dry erase film, available in 48" widths

PROPERTY		UNIT OF MEASURE	TYPICAL VALUE	TEST METHOD
Thickness	hardcoat	mils	5.0	ASTM D 374
	ferrous coating	mils	5.0 – 8.0	
Tensile Strength	MD	psi	21,000	ASTM D 882
	TD		31,000	
Ultimate Elongation	MD	%	160	ASTM D 882
	TD		90	
Shrinkage	MD	%	1.0	DIN 40634, 150°C / 15-min
	TD		1.0	
Transmission		% 200-ga	20.0	ASTM D 1003
		% 700	4.0	
Yield Strength (F5)	MD	psi	13,000	ASTM D 882
	TD		15,200	
Luminance (L*)		200-ga	95	DIN 5033
		700	96	
Whiteness Index		200-ga	100	ASTM D 1925
		700	100	
Gloss		GE	100	DIN 67530 angle of measure 20°
Opacity		%	100	
Fire Rating			Class A	ASTM E 84

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Compatible VM™ Graphic System Components

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