



# VISUAL MAGNETICS GRAPHIC SYSTEM<sup>®</sup>

## VM-WALL<sup>™</sup>

VM-WALL<sup>™</sup> gives retailers the power of the award winning VM-Graphic System<sup>™</sup> in an all-in-one solution. This free standing modular panel system is prepped with all of the system's base components, ready to accept graphics printed on MagnaMedia<sup>®</sup>, as well as compatible magnetic fixtures such as VM-SHELF<sup>™</sup>. VM-WALL<sup>™</sup> provides endless flexibility in merchandising for retail windows and interior walls. Entire displays including graphics, shelving and 3D visual elements can be transformed without the need of adhesives, tools or additional hardware. VM-WALL<sup>™</sup> is a time and money saver, eliminating the need to refurbish the integrity of a wall surface in between change outs. This custom unit can be fabricated by Visual Magnetism to create unique configurations for versatile retail displays - available in a wide range of widths and heights up to 12 ft., with optional risers and lighting panels. VM-WALL<sup>™</sup> panels are easy to assemble right on the retail floor, where graphics can later be rolled on by store associates.

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### Features and Benefits

- All in one solution. Surface optimized to receive VM graphics and fixtures.
- Modular construction - easy to add / remove panels to optimize space.
- No adhesives, screws or fasteners required for installation.
- Panel dimensions optimized to fit in standard 4 x 8 panel storage systems.
- Wall panels are activated with InvisiLock<sup>®</sup> engineered magnet on both sides to receive wallcoverings, graphics and fixtures.
- MagnaMedia<sup>®</sup> graphics easily applied, repositioned or removed from wall surface.
- Compatible with fixtures such as VM-SHELF<sup>™</sup>.
- Custom designs available.
- Built to last. Quality birch plywood panel frame construction with pre-installed roto lock hidden panel fasteners.
- VM manufactured – guaranteed to work with other VM components.
- Versatility of the VM-Graphic System<sup>™</sup> without the permanent construction of drywall.

\* InvisiLock<sup>®</sup> Magnet on wall surface must be installed level for VM-SHELF<sup>™</sup> to self level.

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### Application Information

- VM-WALL<sup>™</sup> panels are easy to assemble simply by locking panels into place.
- Base and ceiling units are available.
- VM-WALL<sup>™</sup> is ready to accept InvisiLock<sup>®</sup> such as VM-SHELF<sup>™</sup>.
- Can apply up to 3 layers of MagnaMedia<sup>®</sup> on either side of VM-WALL<sup>™</sup>.
- For indoor use only. Ideal for window displays.
- Installation services are available.

\* Visual Magnetism does not recommend InvisiLock<sup>®</sup> 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 Magnetism Limited Partnership is limited to the terms and conditions document that is available upon request.

## Standard VM-WALL™ Configuration\*

- 4 x 8 Panel - 47.5" x 95" x 3" dimension. 3/4" birch ply frame with 1/4" luan face.
- 2 x 8 Panel - 23.5" x 95" x 3" dimension. 3/4" birch ply frame with 1/4" luan face.
- (2) 30 x 8 Side Panels - 30" x 95" x 3" dimension. 3/4" birch ply frame with 1/4" luan face.
- Paint - All panels are pre-painted on both sides with VM-ActiveWall® primer.
- Magnet - VM- InvisiLock®-40HE is applied to all panels and attracts to the primed panel surface.
- Magnet Polarity - Horizontal magnet polarity is standard.
- Outer Skin Options: include MagnaMedia®, MagnaMedia® veneers, wood veneers, laminates and other thin finishes.
- Bottom Staging, 2 ft. Wall Extension Panels, Ceiling Assembly and Lighting - are optional.

\* VM-WALL is available in a wide range of custom sizes and shapes (up to 12 ft high.) Skin and fixtures materials can also be customized.

## Products / Sizes

	PRODUCT CODE	DIMENSIONS
4 x 8 Panel	VMWLPN-47595	47.5" x 95" x 3"
2 x 8 Panel	VMWLPN-23595	23.5" x 95" x 3"
30" x 8 Side Panel	VMWLPN-30095	30" x 95" x 3"

## Product Safety

InvisiLock® magnet is a ferrite-based magnet and poses no known 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.

Visual Magnetix does not warrant or guarantee that InvisiLock® magnet will support any or all types of fixtures. For direct to drywall application, we recommend painting the wall surface with ActiveWall® primer before application of VM-InvisiLock®-40HE 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.

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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.

## VM-WALL™ (Continued)



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