



# VISUAL MAGNETICS GRAPHIC SYSTEM™

MagnaMedia® FABRICS

## VM-Luna™ 14

Visual Magnetism® VM-Luna14 is a new addition to the Digital Fabric Collection of MagnaMedia.® A 14 mil\* 100% post consumer polyester, magnetic receptive, fabric with an ultra-smooth, poplin weave print surface, VM-Luna14 adds a natural warmth and a delicate feel to the in-store experience. VM-Luna14 is ideal for producing high resolution photo and artwork reproductions, wall murals and fabric based 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

- “Poplin Weave” Textured Finish – Ideal for images where high resolution, fabric-like texture is desired.
- Non-film like uniformity. Meant to be touched.
- 14 mil\* 100% post consumer recycled polyester fabric.
- Light weight fabric hand, allows for fast attraction to the magnetic surface.
- Water / Smudge resistant print surface. Easy to clean.
- 100% opaque, no show through.
- Easy to install: no frames, wraps or stretching necessary.
- Provides a textured effect to photo content.
- Enhanced print surface for improved printer compatibility.

### Physical Data

<b>Total Caliper*</b>	14 mil / 356 Micron
<b>Weight</b>	14 oz / SY
<b>Fabric Weave</b>	1 / 1 Poplin weave
<b>Gloss 60°</b>	Matte
<b>Whiteness*</b>	90%
<b>Opacity</b>	100%
<b>Fire Rating</b>	Class A (ASTME-84-98)
<b>Optimal Conditions</b>	50% RH / 70F

### Available Sizes

60 in x 100 ft roll – 3 in Core

### Product Code

VMLUNA-60100

### Application Information

- Excellent for textured wall murals and POP signage.
- Apply, remove and store like any other MagnaMedia.
- Lightweight fabric, may be layered with one film overlay.

### Printer Compatibility

VM-Luna14 is compatible with most solvent, eco-solvent, UV Cured, HP Latex, and analog printing technologies (see chart). Feed rate may vary due to natural fabric and therefore print size may also vary from print to print as a result.

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

### Recyclability

All MagnaMedia, including VM-Luna14, will be recycled into energy and new steel production when returned to Visual Magnetism per our “Recycling Retired Graphics” program available for download at [www.visualmagnetism.com](http://www.visualmagnetism.com).

### Protecting Images

Liquid laminates are preferred 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. Film based laminates are not recommended as they eliminate surface texture and may not adhere properly to fabric surfaces.

### Roll-Out



\* Thickness, weight, and whiteness listed is nominal due to the variability of natural fiber products.

### COMPATIBILITY KEY

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



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