Roll-Out

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.

Features and Benefits

- Premium matte print coating optimized for aqueous, solvent, and latex 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.

* Thickness and whiteness listed is nominal.

Physical Data

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

Products / Sizes

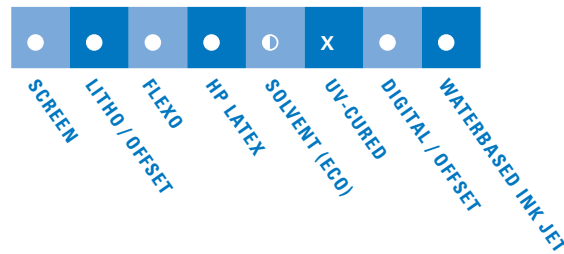| PRODUCT CODE	AVAILABLE SIZES	
VMPMAT-54100	54 in x 100 ft – 3 in core	(137.2 cm x 30.5 m)
VMPMAT-60100	60 in x 100 ft – 3 in core	(152.4 cm x 30.5 m)

VM-POLYmatte® (Continued)

Printer Compatibility

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

SCREEN	LITHO / OFFSET	FLEXO	HP LATEX	SOLVENT (ECO)	UV-CURED	DIGITAL / OFFSET	WATERBASED INK JET
●	●	●	●	◐	X	●	●

Renew

Recyclability

All MagnaMedia, including **VM-POLYmatte**, will be recycled into energy and new steel production when returned to Visual Magnetics per our "Recycling Retired Graphics" program available for download at www.visualmagnetics.com.

Protecting Images

Visual Magnetics 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.