

# MagnaMedia® Guide



Learn more about our wide-format magnetic receptive print media, including new offerings like VM-POLYeight PLUS™, VM-POLYEDGE™ and VM-CHALKboard PLUS™



All MagnaMedia® Are PVC-Free

For optimal results, follow the recommended Visual Magnetics printer compatibility key: **UV** = UV; **L** = Latex; **A** = Aqueous; **S** = Solvent; **O** = Offset



## VM-POLYeight PLUS™

VM-POLYeight PLUS is a durable 13-mil, polyester film that layers seamlessly. This material has a bright white-point, wide roll width and high durability. With stunning print quality results, this media works especially well for whole walls and larger lifestyle imagery. This is a great material for use where ambient conditions vary.

- Rich satin finish
- 100 white-point
- Added durability
- Heat stable and easy to handle
- Handles temperature changes well
- Up to 60" widths

Recommended for **UV, L, O**



## VM-POLYEDGE™

VM-POLYEDGE is a family of value print media at our leanest price point yet. Made for UV, Latex and Solvent print technologies, this material offers a great white-point, aggressive cost savings and zero graphic smudging. Its economy price provides additional cost savings to high volume change-outs. Our Micro-Iron® technology also keeps graphics surfaces clean with zero mark-off.

- Economy price
- Great white-point
- Layerable
- Zero mark-off
- Cross-platform
- Up to 60" widths

Recommended for **UV, L, S**



## VM-CHALKboard PLUS™

Delivers unmatched results when combining printed elements and liquid chalk art. This flexible material is easy to install and update, offering cost savings to the grocery, café and restaurant industries, where chalkboard elements are in demand. Media surface can be drawn on with liquid chalk markers and washed off cleanly. Ideal for dynamic wall or fixture applications such as chalkboard menu boards.

- Flexible
- Chalk washes off cleanly
- Layerable
- Ideal for menu boards
- Easy to handle
- Works best with liquid chalk

Recommended for **UV**

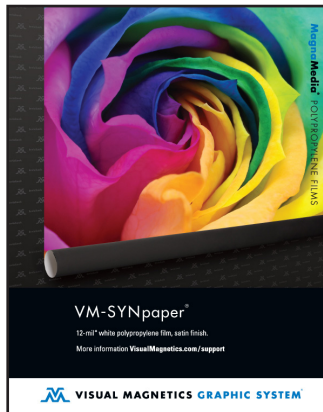


## VM-LUNA™ 14

100% post-consumer polyester, VM-Luna™14 is a printable, magnetic receptive fabric used for luxury-look digital wall coverings and murals. This material lends a luminous texture to printed graphics, murals and wall coverings, and the ability to change as often as needed, without the hassle of adhesives.

- 100% post consumer fabric
- Luminous sheen
- Textured
- Ultra smooth poplin weave
- Perfect for wall coverings, murals
- Easy to install

**Recommended for UV, L**

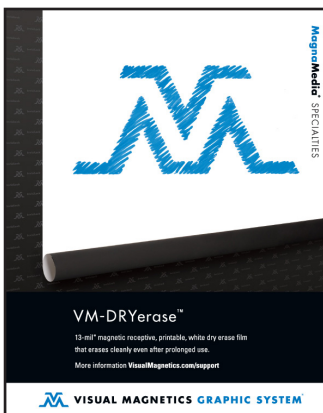


## VM-SYNpaper®

VM-SYNpaper is used by some of the world's biggest retailers for high volume change-outs. This media delivers bold, beautiful colors and a high white-point for photo quality applications. A tried and true MagnaMedia that continues to be the standard of quality and high value. Our best seller worldwide!

- Lay-flat install
- Proven performance
- Photo-quality results
- Cost effective for multiple change-outs
- Matte finish
- High white-point

**Recommended for UV, O, L (3000, 360 models)**



## VM-DRYerase™

Printable white dry erase film that erases dry erase marker cleanly even after prolonged use. Our most popular option for conference rooms, offices and educational facilities, VM-DRYerase provides high-impact, wall-to-wall dry erase environments or smaller dry erase layers that can be layered with our other magnetic receptive media. Create truly productive, Dynamic Spaces™ with this material!

- **Will not ghost**
- Printable and writable
- High quality, high gloss
- Great for office and educational applications
- Create wall-to-wall dry erase
- Custom color options available

**Recommended for UV**



## VM-POLYmatte®

VM-POLYmatte is a cross platform media with a beautiful matte finish. It is a favorite for use with aqueous inkjet printers to produce photo reproductions and hi-resolution images for galleries, museums and beauty brands. Lamination is recommended to achieve an ultra-durable and washable print surface even when used in high traffic areas.

- Matte finish
- Ultra thick
- Photo quality results
- High white-point
- Cross platform compatibility
- Best with aqueous printers

**Recommended for L, A, S**