



VISUAL MAGNETICS GRAPHIC SYSTEM®

VM-Luna™ 14

Roll-Out



Visual Magnetics® 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.

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

Physical Data

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

Products / Sizes

PRODUCT CODE	AVAILABLE SIZES	
VMLUNA-59XXX	59 in x 30-100 ft – 3 in core	(150 cm x 9.1-30.5 m)

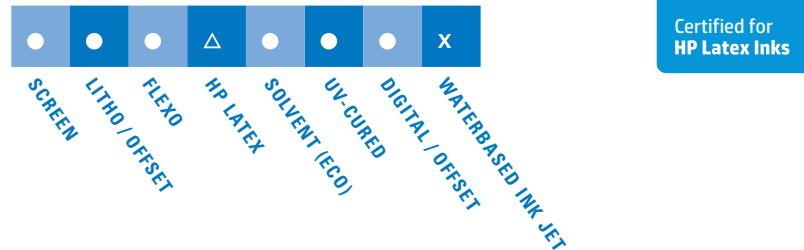
* Thickness and whiteness listed is nominal.

MagnaMedia® FABRICS

VM-Luna™ 14 (Continued)

Printer Compatibility

VM-Luna 14 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.



Recyclability

All MagnaMedia, including **VM-Luna 14**, will be recycled into energy and new steel production when returned to Visual Magnetix per our "Recycling Retired Graphics" program available for download at www.visualmagnetix.com.

Protecting Images

Liquid laminates are recommended 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.

COMPATIBILITY KEY

- VM certified best results
- Uncertified – Profile dependent
- ✗ Not compatible
- △ HP Certified for Latex Inks

Renew



Visual Magnetix
Limited Partnership
1 Emerson Street,
Mendon, MA 01756
P 508 381-2400
F 508 381-2401
Toll Free 855 VISMAG4

VisualMagnetix.com
info@visualmagnetix.com

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.