



# VISUAL MAGNETICS GRAPHIC SYSTEM®

## VM-Monarch™ 22

Roll-Out



Visual Magnetics® VM-Monarch22 is a new addition to the Digital Fabric Collection of MagnaMedia.®

A 22-mil\* 100% post consumer polyester, magnetic receptive, fabric with a smooth, plain weave print surface, VM-Monarch22 adds a natural warmth and luxurious feel to the in-store experience.

VM-Monarch22 is ideal for producing medium 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

- "Plain Weave" Textured Finish – Ideal for images where medium resolution, fabric-like texture is desired.
- Non-film like uniformity. Meant to be touched.
- 22-mil\* 100% post consumer recycled polyester fabric.
- Medium weight fabric hand, allows for easy 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.
- Enhances the textured effect of 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.
- Medium weight fabric, may be layered with one film overlay.

### Physical Data

<b>Total Caliper*</b>	22-mil / 559 Micron	<b>Whiteness*</b>	95%
<b>Weight</b>	20 oz / SY	<b>Opacity</b>	100%
<b>Fabric Weave</b>	1 / 1 Plain weave	<b>Fire Rating</b>	Class A (ASTME-84-98)
<b>Gloss</b>	Matte	<b>Optimal Conditions</b>	50% RH / 70°F

### Products / Sizes

PRODUCT CODE	AVAILABLE SIZES	
VMMNAR-60XXX	60 in x 30-100 ft – 3 in core	(152.4 cm x 9.1-30.5 m)

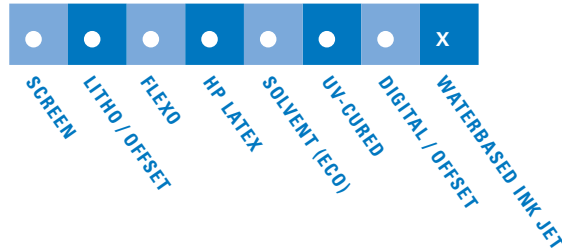
\* Thickness and whiteness listed is nominal.

MagnaMedia® FABRICS

# VM-Monarch™ 22 (Continued)

## Printer Compatibility

**VM-Monarch 22** 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-Monarch 22**, 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](http://www.visualmagnetix.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.

### COMPATIBILITY KEY

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

Renew



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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.