



# VISUAL MAGNETICS GRAPHIC SYSTEM®

## VM-PrintableMagnet™-15SPM



### 1-Sided, Standard-Energy, Printable White Magnet

Visual Magnetics® Printable Magnet is a direct print magnet designed specifically for use with the Visual Magnetics Graphic System. VM-PrintableMagnet-15SPM attracts to steel and surfaces that have been primed with ActiveWall®, latex primer. The standard-energy magnetic surface supports 1 MagnaMedia® layer allowing for special promotions or accents to be applied on top of a base graphic.

#### Features and Benefits

- White polypropylene UV printable surface – PVC Free.
- One side printable magnet custom engineered for use with steel surfaces or ActiveWall Primer.
- Standard-energy magnet supports up to 1 MagnaMedia layer.
- Flexible rolls for application to concave and convex surfaces.
- Excellent lay flat.
- Easy to cut and trim with a utility knife or scissors.
- Magnet engineered to low gauss level for safety.

#### Application Information

- Works with steel or with ActiveWall® Primer. 
- Not designed for InvisiLock fixturing applications.
- Use with any MagnaMedia product. 
- Pre-magnetized for use with UV flatbed print devices.
- Not designed for roll to roll devices with ferrous based printer platens.

\* Thickness listed is nominal.

#### Physical Data

<b>Total Caliper*</b>	15-mil / 381 Micron
<b>Opacity</b>	100%
<b>Gauss @ 0.25" gap</b>	<1
<b>Pull Force</b>	120# / SF

#### Chemical Resistance

Resistant to water, detergent and alcohol. Not recommended for use in contact with aliphatic or aromatic hydrocarbons.

#### Products / Sizes

PRODUCT CODE	AVAILABLE SIZES	
VM15SP-40010	40 in x 10 ft	(101.6 cm x 3 m)
VM15SP-40050	40 in x 50 ft	(101.6 cm x 15.2 m)
VM15SP-48050	48 in x 50 ft	(121.9 cm x 15.2 m)

# VM-PrintableMagnet™-15SPM (Continued)

## Printer Compatibility

**VM-PrintableMagnet-15SPM** is compatible with most UV-Cured printing technologies (see chart).

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

## Recyclability

**VM-PrintableMagnet-15SPM** is fully recyclable / recoverable and can be reground and recovered to create new magnet material. See "Recycling Retired Graphics" program available for download at [www.visualmagnetics.com](http://www.visualmagnetics.com).

## Product Safety

InvisiLock magnet is a ferrite-based magnet and poses no health or safety issues. Unlike stronger, rare-earth neodymium permanent magnets, the multi-pole nature and lesser strength of ferrite magnets does not emit a strong magnetic field into the environment and therefore does not cause signal interference or damage with computerized equipment. At a gap of 0.25" or greater gauss readings are well below 1.0 and at 7 ft. the gauss level is "not recordable" using a Model 2010A Gauss Meter. Due to its low gauss emission, InvisiLock magnet is not recognized as a "magnetized material" per IATA (International Air Transportation Association) definition and therefore can be air shipped in bulk quantity.

Visual Magnetics does not warrant or guarantee that InvisiLock® magnet will support any or all types of fixtures or VM-InvisiLock-40HE. For direct to drywall application, we recommend painting the wall surface with ActiveWall® primer before application of VM-PrintableMagnet-15SPM, which does not have adhesive. Visual Magnetics does not recommend InvisiLock magnet for magnetically attaching fixtures to walls or other surfaces in areas where the general public may accidentally cause the fixture to come free from the wall or surface where the fixture is attached. Liability of Visual Magnetics Limited Partnership is limited to the terms and conditions document that is available upon request.

The information presented in this product data sheet is based upon Visual Magnetics' 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.

### COMPATIBILITY KEY

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

Renew

