



VISUAL MAGNETICS GRAPHIC SYSTEM®

MagnaMedia® FABRICS

VM-Monarch™ 22

Visual Magnetism® 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.

Physical Data

Total Caliper*	22-mil / 559 Micron
Weight	20 oz / SY
Fabric Weave	1 / 1 Plain weave
Gloss 60°	Matte
Whiteness*	95%
Opacity	100%
Fire Rating	Class A (ASTME-84-98)
Optimal Conditions	50% RH / 70F

Available Sizes

60 in x 100 ft roll – 3in Core

Product Code

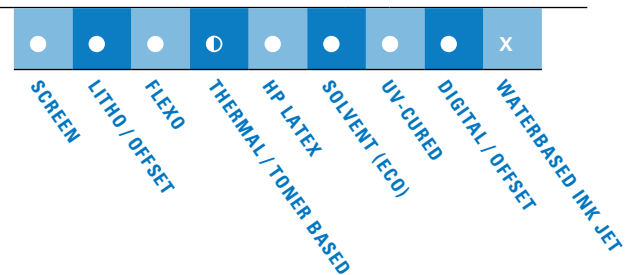
VMMNAR-60100

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.

Printer Compatibility

VM-Monarch22 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 Monarch22, will be recycled into energy and new steel production when returned to Visual Magnetism per our “Recycling Retired Graphics” program available for download at www.visualmagnetics.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.

Roll-Out



* Thickness, weight, and whiteness listed is nominal due to the variability of natural fiber products.

COMPATIBILITY KEY

- VM certified best results
- Uncertified – Profile dependent
- Will print – Not recommended
- ×

Renew



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