



# VISUAL MAGNETICS GRAPHIC SYSTEM®

MagnaMedia® VENEERS

## VM-Maple™ 12

Visual Magnetics® VM-Maple12 is a new addition to the Veneer Collection of MagnaMedia®. This woodgrain finish product starts with an 100% FSC certified cellulose base that is dye sublimation printed with a maple wood grain pattern then encapsulated in a durable resin finish. VM-Maple12 is ideal for producing images enhanced with a woodgrain surface using most digital and analog printing technologies and features a patented Micro-Iron® back-coating enabling displays to be effortlessly updated, installed, layered, transported, stored or recycled.



### Roll-Out



### Features and Benefits

- FSC certified cellulose base. Made from sustainable forestry practices.
- Dye sublimation printed wood grain pattern. Durable print process. Wood "Grain Long" in roll.
- Base is resin encapsulated. Adds semi-matte like finish, durability, and anti-microbial properties.
- Easily die cut for interesting overlay accents.
- Water / smudge resistant print surface. Easy to clean.
- 100% opaque, no show through.
- Easy to install: no frames, wraps or stretching necessary.
- Conforms easily to curves and bends for contour applications.

### Physical Data

<b>Total Caliper*</b>	12-mil / 305 Micron
<b>Gloss 60°</b>	Semi-matte
<b>Opacity</b>	100%
<b>Fire Rating</b>	Class A (ASTME-84-98)
<b>Optimal Conditions</b>	50% RH / 70°F

### Available Sizes

48 in x 100 ft roll – 3in Core

### Product Code

VMMPL-48100

### Application Information

- Excellent for architectural woodworking and building applications as well as design, healthcare, hospitality, retail, education, and visual merchandising markets.
- Apply, remove and store like any other MagnaMedia.
- May be overlaid with up to 2 MagnaMedia films.
- Cellulose based products change dimensions with variations in temperature and humidity more than film based products. For best results use 4 ft x 4 ft maximum print size.

### Printer Compatibility

VM-Maple12 is compatible with UV Cured, HP Latex, and analog printing technologies (see chart).

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

### Recyclability

All MagnaMedia, including VM-Maple12, will be recycled into energy and new steel production when returned to Visual Magnetics per our "Recycling Retired Graphics" program available for download at [www.visualmagnetics.com](http://www.visualmagnetics.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.

\* Thickness and whiteness listed are nominal values.

#### COMPATIBILITY KEY

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

### Renew



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