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SGIA NEWS

**Xcel Products Unveils XMR™ 2.0,
New Evolution In Magnetic Receptive Media**
Large Format, No Edge Chip, Affordable Price Point Solution

SGIA Expo, Las Vegas, October 22-24, 2014 – Xcel, the leader in next generation changeable graphics, returns to SGIA 2014 with more than one reason to celebrate. The company is marking ten successful years in the industry by unveiling XMR™ 2.0, the new standard in large format magnetic receptive media.

XMR was originally launched at GlobalShop 2014 to acclaim from brand owners, designers, and printers alike. XMR offers an impressive array of benefits from large format printer compatibility (up to 74 inches), no edge chipping and high performance at an affordable price point. New for SGIA, **XMR 2.0** now incorporates additional enhancements including a brighter, more neutral white, enhanced stiffness, and improved durability for even the toughest, high traffic environments.

“We’ve been perfecting our approach for a decade now,” says Thomas Carroll, Vice President, Xcel. “The last 10 years have been a relentless process of continuous improvement. We’ve evolved our products and services to give our customers and partners what they need: collaborative product development, quick turn custom converting, guaranteed performance, costs savings wherever possible, and flawless support with respect to application and installation.”

In addition to XMR 2.0, visitors to the **Xcel booth 535** will get an opportunity to see Xcel's diverse portfolio of changeable graphics solutions for all kinds of environments from corporate interiors to retail and hospitality. Key offerings include all things magnet, a full line of pressure-sensitive media, backlit media solutions, custom converted Blockout Paper, EcoMedia™ 2-sided block-out synthetic banner, and many more materials for POP/POS, advertising and all changeable graphic environment needs.

Through www.xcelfixtureshop.com, Xcel also offers premium magnetic display systems to support XMR 2.0 graphics. Customers can browse and purchase pre-built magnet backers and XMR at affordable price points, opening up new possibilities for dynamic, high impact projects that were once out of reach for many businesses.

“Our approach has always been to close the circle for our customers,” adds Carroll. “That means looking for ways to enhance our partnership with them - from custom product development to designing content and display systems that utilize our materials. We have a full team of consultants on hand to offer advice and brainstorm the most appropriate solutions for any customer need.”

For more information about the advantages of XMR 2.0 [download XMR 2.0 spec sheet](#)

About Xcel Products (www.xcelproducts.com)

For ten years, Xcel Products has been at the forefront of designing and producing innovative changeable graphics solutions for all kinds of business environments. In collaboration with Ultraflex, Xcel offers XMR 2.0, the new standard in magnetic receptive media as well as a wide variety of magnetic, hanging, adhesive-mounted, backlit and other graphics solutions. Through the Xcel Fixture Shop and partner ADRENALINE, Xcel offers complete in-store environment solutions from brand content design to changeable graphics and final display solutions.