



**For Immediate Release**

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**ThinFORCE™ Provides Thinner, Stronger Magnetic Sheeting**  
*A Winning Combination of Light Weight and Superior Strength*

**Castle Rock, Colo.**, April 22, 2019 – [Master Magnetics, Inc.](#) (The Magnet Source®) is pleased to announce its partnership with [The Wrap Institute](#) at the ISA Expo.

[ThinFORCE™](#) high-energy magnetic sheeting, the latest advancement in printable magnetic sheeting from Master Magnetics, will be featured at ISA Sign Expo, Booth #3646.

Special for show attendees, take 15% off all orders of ThinFORCE™ through May 24, 2019. For more information, visit the Master Magnetics booth at the show.

Engineered for both indoor and outdoor applications, ThinFORCE™ provides exceptional magnetic strength in a thinner and lighter magnetic material. ThinFORCE™ prints with brilliant high-resolution color and clarity, and cuts easily on router and plotter systems. The material is ideal for magnetic vehicle graphics, retail POP displays, wall coverings and other applications where lightweight printable magnetic sheeting is needed.

**Ideal for Vehicle Graphics**

Industry standards require 30-mil thickness of regular-strength flexible magnet for vehicle signs. ThinFORCE™ provides the same strength in half the thickness. Printers with head height limitations can benefit from the time and cost savings of printing direct to magnet. In turn, these savings may open new streams of business or enhance current profitability of any ongoing magnetic vehicle sign business operations.

Additionally, the lighter weight of ThinFORCE™, nearly half in comparison to similar widths and lengths of regular 30-mil magnetic sheeting, saves on shipping costs and make it easier to handle in the print shop while loading, unloading and when feeding through the printer.

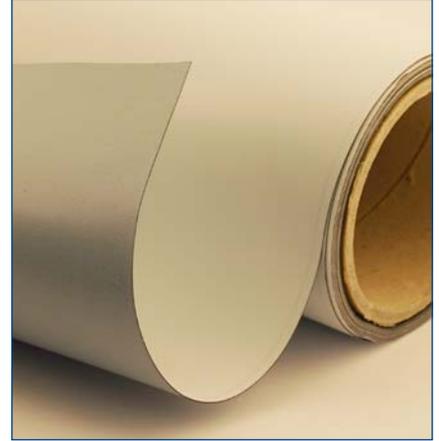


## Multiple Material Options

Designed for printing with UV, solvent, eco-solvent and latex ink systems, ThinFORCE™ is available in standard sizes of 24" and 48" widths, and up to 50-foot lengths. Custom cutting and slitting are available.

The magnetic material is available in vinyl (gloss white) or coated (matte white). For precise motion control of the media advance between print swaths, it also is available with a backside coating for media systems such as HP's optical media advance sensor or Epson's precision media feeding system. The coating allows the sensor to read the backside of the magnetic sheeting, optimizing advancement through the printer.

For more information visit [magnetsource.com/ThinFORCE](http://magnetsource.com/ThinFORCE), or call 800.525.3536.



## About Master Magnetics, Inc.

Founded in 1976 and located in Castle Rock, Colorado, Master Magnetics, Inc. manufactures and distributes all types of magnets and magnetic devices for commercial, consumer and industrial use. Backed by over 40 years of industry excellence, The Magnet Source® brand is a trademark of Master Magnetics, Inc. and represents exceptional quality, expertise and customer service. For more information, call 800-525-3536 or visit [magnetsource.com](http://magnetsource.com).