

MASTER MAGNETICS, INC.



For Immediate Release

Contact: Mike Gertz
303-688-3966 x138
mikeg@magnetsource.com

More than Refrigerator Magnets

Master Magnetism Features Full Line of Craft & Hobby Magnets

Castle Rock, CO December 5, 2013 – Master Magnetism will feature their entire line of craft and hobby magnets at the CHA Mega Show 2014 in Anaheim, January 10-14, in booth #1940. Far beyond the basic refrigerator magnet, these magnets will be showcased in a range of craft projects including altered projects and paper crafts.



Choosing the right magnet for each particular craft project is important. **Ceramic Magnets**, also known as ferrite magnets, are the most popular type of magnet for craft and hobby projects. Available in discs, blocks and rings, Master Magnetism's craft magnets are made from the highest grade of ceramic magnet material available. By simply applying glue, they are ideal for an endless array of projects.



For heavy projects, **Neodymium Discs with Adhesive** offer super strength combined with the speed and convenience of a peel and stick adhesive. These rare earth magnets are the strongest permanent magnetic material in the world providing extreme strength for small spaces. The convenient 3M® foam adhesive backing eliminates the need to apply glue, making every magnetic project faster and easier.

Neodymium discs ensure secure holding power without slipping on metal surfaces. The industrial-strength acrylic foam adhesive conforms to the irregularities of rigid substrates and adheres the magnet to a multitude of materials including wood, plastic, ceramic, rock, paper, and much more. Use a north and south magnet for added strength and “snap-to” positioning – ideal for displays, closures on purses, altered projects, and more.

Flexible Magnetic Tape is perfect for making lightweight craft projects magnetic. It has a strong adhesive with a peel off liner on one side and a flexible magnet on the other. Paper crafts needing lightweight closures or bindings are ideal choices for this type of magnet.



About Master Magnetism

Founded in 1976 and located in Castle Rock, Colorado, Master Magnetism, Inc. manufactures and distributes all types of magnets and magnetic devices for commercial, consumer and industrial use. The Magnet Source® brand is a trademark of Master Magnetism, Inc. and represents exceptional quality, expertise and customer service. For more information, call 1-888-293-9190 or visit www.magnetsource.com.