

For Immediate Release

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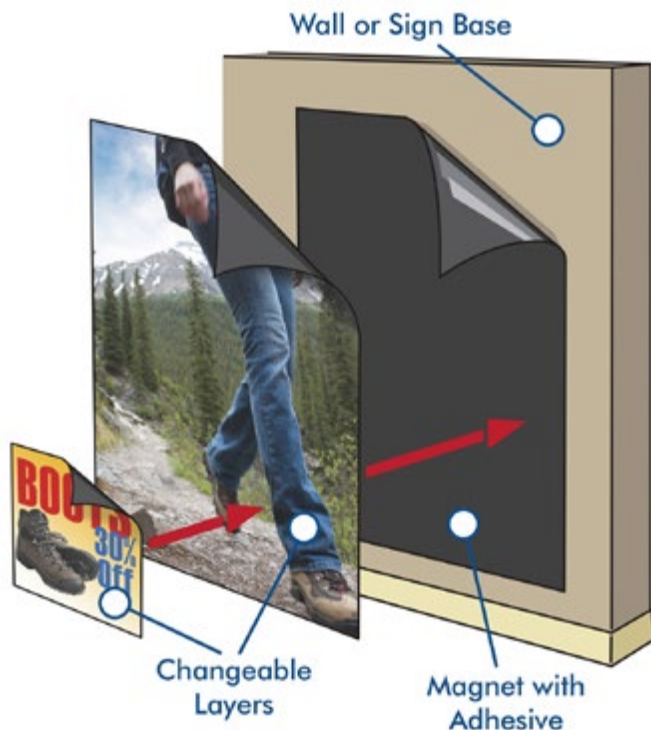
Magnetic Graphic System for Creative Signs and Displays
PrintMagnetVinyl™ plus FlexIRON™ for the retail environment featured at ISA 2015.

Castle Rock, CO April 3, 2015 – Create beautiful, easily interchangeable graphics with **PrintMagnetVinyl™** and **FlexIRON™** – the magnetic graphic system from Master Magnetics. Ideal for retail environments, this magnetic graphic system is being featured at the 2015 ISA Sign Expo, booth 4186.

The magnetic graphic system from Master Magnetics is comprised of PrintMagnetVinyl™ magnetic sheeting and FlexIRON™ magnetic receptive sheeting. It provides the cost efficiency of printing direct with solvent, eco-solvent, UV, and latex ink systems, coupled with the simplicity of being incredibly easy to change and install.

Both PrintMagnetVinyl™ and FlexIRON™ can be either the changeable graphic layer or the base of the system. FlexIRON™ can be used as the base layer for signs, with photos and graphics printed on PrintMagnetVinyl™, or it can be the top graphic layer, using the magnetic sheeting with an adhesive backing as the base layer.

Either option provides a multitude of magnetic solutions for graphic displays of all sizes ranging from menu boards and bank signs to designing full-wall mural graphics popular in retail environments – all with easy installation and changeability.



A Magnetic Graphic System example using a magnetic adhesive base and FlexIRON™ as the interchangeable graphic layers.



The simplicity of the system combined with high-resolution, photo quality printing surfaces and comparatively low costs, make the combination of FlexIRON™ and PrintMagnetVinyl™ (or PrintMagnet™ for aqueous ink printers) a versatile and valuable graphic system for the retail environment.

About FlexIRON™

Magnetic receptive sheeting and strip that contains a high concentration of iron, giving it the ability to attract flexible magnetic sheeting and strip, as well as ceramic and neodymium magnets. Both sides of FlexIRON™ attract magnets.

About PrintMagnetVinyl™

Print directly onto wide-format flexible magnetic sheeting with PrintMagnetVinyl™, saving time and money. The unique printable surface brings out the brilliant color of your designs and visual images to create durable high impact vehicle graphics, business cards, calendars, photos, and more.

For indoor and outdoor use, both FlexIRON™ and PrintMagnetVinyl™ can be printed on directly with solvent, eco-solvent, UV and latex inks for high-resolution, photo quality results. Available in widths up to 48", both FlexIRON™ and PrintMagnetVinyl™ are easy to drill, die cut, rout, or cut by hand, and can be custom cut or slit for any lengths or widths required.

About Master Magnetics

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. The Magnet Source® brand is a trademark of Master Magnetics, Inc. and represents exceptional quality, expertise and customer service. For more information, call 1-888-293-3534 or visit magnetsource.com.