

MASTER MAGNETICS, INC.



For Immediate Release

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Master Magnetics Showcases New and Award Winning Products *NRHA Packaging and Merchandising Award Winners Featured at NHS 2014*

Castle Rock, CO April 17, 2014 – Master Magnetics, Inc. (The Magnet Source®) will be featuring the Sidekick Combo Display, NRHA Gold Award winner and the Magnet Source® Center, Honorable Mention winner, along with four new products at the 2014 National Hardware Show in Las Vegas, booth #7219.

Sidekick Combo Display

The metal fixture is an innovative, permanent display for Master Magnetics' two top selling skus at retail, the Mini Sweeper™ and Pick-Up Pal™, that attaches to the end of store gondolas. The durable and long-lasting display comes with attention-getting, four-color, trilingual side panels. The **Sidekick Combo Display** makes the most efficient use of space on gondola fixtures without full end cap shelving. It's ideal for stores with limited floor space. The metal fixture holds four Mini Sweepers™, six Pick-Up Pals™ and mounts centered or to either side on a slotted gondola standard.



The Magnet Source® Center

The **Magnet Source® Center** helps create more awareness of the many uses for magnets in the home, garage, school, office and on the jobsite. The Magnet Source® Center is comprised of:

- A colorful, 2-sided header sign to anchor an in-line magnet planogram. Easily and quickly attaches with a single channel magnet to the top of the gondola.
- A 2-sided hanging aisle banner to attract attention from main aisles. Options include a magnet-mount or extended metal hanger.
- A metal demo board to add an interactive component and an opportunity for customers to feel the strength of the magnets.

“We are honored to be recognized by the NRHA for our efforts to provide innovation and added value for our retail partners,” said Jennifer Brown, vice president of Master Magnetics. “In addition to providing the largest and widest range of retail-packaged magnetic products, our customers have learned that being a retailer for our Magnet Source® brand means receiving an entire merchandising program to help their success including customized planograms, innovative products, merchandising support and displays,” Brown added.

New Products



Magnetic Bottle Opener and Cap Catcher

Just in time for the summer selling season, the Pop 'n Catch™ magnetic bottle opener and cap catcher is the convenient bottle opener you can take anywhere. Whether at home, tailgate parties, picnics, or camping, instead of having to look around for the bottle opener, just pop the bottle top and catch the cap in one single-handed action.



- Magnetic or screw mount. Four powerful, rubber-encased magnets for scratch-free magnetic mounting on refrigerators, outdoor grills, tailgates, RVs, toolboxes, and metal coolers. Screw mount to decks, walls and more.
- Magnets catch and collect the caps on the face for easy clean up.
- Heavy duty, stylish, brushed stainless steel construction.
- Customize with your own favorite team logos or sayings.

MSRP \$24.99

“We’re excited to introduce this innovative and universally usable new product,” said Master Magnetics’ sales manager Jim Madsen. “Everyone has indoor and outdoor events where the Pop ‘n Catch is convenient and fun to have around such as parties, camping or tailgating. But remember wherever you go with it, please pop and catch responsibly,” advised Madsen.



Visit magnetsource.com/cheers for customized ideas, logos, and locations to bring the Pop ‘n Catch™.



Magnetic Contact Light

Ideal for low-light environments, this powerful magnetic assembly uses LED lights to illuminate work areas. The contact light magnetically attaches to a screwdriver or other small tools. Continuity circuit turns on/off on contact with metal tools. Includes long-life batteries. MSRP \$8.99.



Also available with a hat clip for mounting on the brim to allow for hands-free working. MSRP \$11.99.



Heavy Duty Tow-Behind Magnetic Sweeper

This versatile new magnetic sweeper can be used in three different configurations - tow behind, mount to forklifts or suspend from vehicles - for the fast and efficient removal of hazardous scrap metal debris from driveways, factory aisles, trucking terminals, parking lots, construction sites, and more. Works over any terrain, in any weather condition.

- Load release feature for easy cleaning
- Built with heavy gauge steel and aircraft-grade aluminum housing
- 8" diameter removable wheels provide 3" ground clearance
- Removable handle for suspension mounting
- Available in widths of 48", 60", 72", 84" and 96"

MSRP \$833.00 (48")



Adjustable Latch Magnets

Ideal for use on cabinets, doors, displays and more. This new line of adjustable latch magnets features a unique design which allows for adjustment of the distance between the cabinet and latch up to 1/4". The powerful rectangle magnetic latches have a pull strength of 7 lbs. (rectangle model: brown #07592, white #07593 - MSRP \$2.36) and adjust with a screwdriver. The round models have a finger knurl adjustment and a pull strength of 4 lbs. (round model: black #07594, white #07595 - MSRP \$2.89).

Great for use in keeping cabinets, doors and drawers secure in RVs, boats and other recreational vehicles. Easy to install with all mounting hardware included.



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 1-888-293-9190 or visit www.magnetsource.com.