



For Immediate Release

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Master Magnetics Debuts New Branding at National Hardware Show

Same Great Source for Magnets, Brand New Look

Castle Rock, Colo., March 31, 2017 – Visitors at the National Hardware Show can see Master Magnetics' (the Magnet Source®) new branding on display in booth 7219.

Master Magnetics is the largest distributor and manufacturer of packaged magnets for resale for the hardware and home improvement markets. Under the Magnet Source® brand, Master Magnetics packages over 250 SKUs for the Hardware, Home Improvement, Lawn & Garden, Farm & Ranch, Automotive, Craft, Hobby, Office/School Supplies and Housewares categories.



Old logo



New logo

“We’ve had a number of minor cosmetic changes to our packaging over the past forty years, but this represents a major evolution of our Magnet Source® brand. This updated version of our logo and packaging is intended to help increase our brand recognition and the clarity of information on our packaging,” said Jennifer Brown, Master Magnetics, Inc. chief operating officer.



Designed with customers in mind, the new packaging presents a better understanding of the magnets inside. The new look provides:

- **Easier to read product descriptions, dimensions and quantities – a more streamlined and consistent treatment of this information makes it easy to locate across the complete line of products.**
- **A better view of the product – a lighter background allows customers to clearly see the product.**

- **Attractive images** – color photos (front and back) provide customers with useful directions or ideas.
- **An updated logo** – now with an updated look, the Magnet Source® brand name represents exceptional quality, expertise, and customer service - all backed with over 40 years of experience.

A Retailer's Best Source in the Magnetic Field

“We have always strived to provide our retail partners with fast selling and profitable magnetic products,” said Jim Madsen, Master Magnetics national sales manager. “We feel that these new enhancements to our packaging and merchandising materials will have a significant impact on customer awareness of our brand, resulting in faster turns and higher sales.”

Retailers who stock the Magnet Source® brand may have seen some changes already. Originally, a rolling change was scheduled to begin Q2. However, strong sales precipitated an early roll out in a few SKUs.

“We’ve been working closely with our retail partners to ensure a smooth transition,” said Madsen. “Now, as we move further into the year, it is exciting to see the changes fall into place.”

Beyond the packaging update, retailers can also expect updated P.O.P. and merchandising graphics. Additionally, some inner box and master box quantities have been lowered to increase turns for merchants.



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.