

MASTER MAGNETICS, INC.



For Immediate Release

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Magnetic graphics system offers simple solutions for creative signs and displays

Changeable retail signs are easy with flexible magnets

Castle Rock, CO March 27, 2014 – Magnets make

sign building and use fast and efficient. Master Magnetics' (The Magnet Source®) graphics system of **PrintMagnetVinyl™** magnetic sheeting and **FlexIRON™** magnetically receptive sheeting provide the cost efficiency of printing direct with solvent, eco-

solvent, uv and latex ink systems, along with being incredibly easy to change and reposition for the end user.

Magnets are both form and function for Shaw PPC Design

Magnetic signage is a specialty of designer and manufacturer **Shaw PPC Design** in Novi, Michigan. They utilize magnets for many of their innovative signage and merchandising solutions for retailers. The sign and display magnets they use include magnetic strip, sheeting and magnetically receptive strip and sheeting for graphic elements as well as for fastening displays and signs. Shaw PPC Design, a division of Shaw & Slavsky, designs retail spaces and manufactures a wide variety of graphics, signage and fixture programs for retailers. Manufacturing is completed in their two facilities in Detroit and Novi, Mich., and shipped nationally and internationally.



The use of magnets was an ideal solution for the grocery aisle directories in the Rouses chain of grocery stores in Thibodaux, La. "The challenge of this project was to develop a clean, clear, easily readable directory that complimented the general design element of their stores," says Tom Smith, president of Shaw PPC Design.

"The ability to change aisle categories is a requirement for a grocery, so magnet and magnetically receptive material provided the finished look and durability that were required of these signs. The construction of these aisle directory signs is a direct-printed Gatorfoam backer with a magnet applied. The titles are printed black on white magnetic receptive and digitally cut on our routers."



Both PrintMagnetVinyl magnetic and FlexIRON magnetically receptive sheeting can be either the changeable graphic layer or the base. In this case, the magnet was the base layer—an uncoated (no vinyl or paper) magnet with adhesive backing, adhering the base layer magnet to the backer board, and the FlexIRON was used for the printed removable grocery categories.

Hot Display

Magnetic signage was also the solution for Bob Sherrard, graphic designer with a major grocery chain in Dallas, Texas. The “Heat you can eat!” colorful magnetic graphics display he created for this produce display of their extensive selection of hot peppers, resulted in it being considered a regional best practices for their southwestern region.



This combination of PrintMagnetVinyl and FlexIRON can also be used to create restaurant menu boards, sidewalk daily specials board, theater playbills, bank interest rate boards, as well as printing on wide-format printers to create full wall graphics that provide brilliant color, durability and are easily changeable.



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.