

MASTER MAGNETICS, INC.



**For Immediate Release**

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**Master Magnetics' Magnets Make it Magical**  
*Harnessing the Invisible Power of Magnets for P.O.P. and display building*

Castle Rock, CO June 23, 2014 – Master Magnetics, Inc. (The Magnet Source®) features innovative ideas to show how magnets can work like magic for graphics, sign and display building applications.

The **Magnet Source® brand** includes a wide range of flexible magnetic sheeting and strip, magnetic receptive sheeting and strip, and magnetic assemblies for simple and cost-effective graphics display solutions.

**Print Direct to Magnet**

PrintMagnetVinyl™, available in up to 40” widths, allows for high-resolution printing directly on flexible magnetic material with solvent, eco-solvent, UV and latex ink systems.

**PrintMagnetVinyl™** saves time and money printing direct to magnet instead of printing on a substrate (vinyl or paper, etc.) and then laminating it to the flexible magnetic sheeting.

Another traditional method has been to print on non-magnetized magnetic material, and then magnetize it, also a more time-consuming, two-step process. Printing direct to the magnet is a more efficient and profitable process.

New business opportunities that flexible magnetic sheeting provides include a variety of indoor and outdoor applications such as POP displays, signage, message boards, and promotional items such as magnetic business cards, menus, calendars, sports schedules and vehicle graphics.



Printing direct on PrintMagnetVinyl™ with an HP Latex 3000



by



# FlexIRON™

## Magnetically Receptive Sheeting

FlexIron™ magnetically receptive sheeting is another component of Master Magnetics' graphics system. FlexIron, available up to 48" width and thicknesses as thin as .012", allows magnets to be used on any non-metallic surface, such as drywall, wood, concrete, or plastic. It is flexible iron sheeting, available with an adhesive backing and a printable vinyl surface.

FlexIron can be used as the base layer for signs, photos and graphics printed on PrintMagnetVinyl, or it can be the top graphic layer, using the magnet with an adhesive backing as the base. This provides a useful option for sign shops that are not able to run magnetic material through their printer due to metal parts that cannot be covered or are internal.

Either option provides a multitude of magnetic solutions for graphics displays of all sizes ranging from menu boards and bank signs to designing the full-wall mural graphics required in retail environments.

The simplicity of the system combined with high-resolution, photo quality printing surfaces and comparatively low costs, make Master Magnetics' combination of FlexIron™ and PrintMagnetVinyl™ a versatile and valuable graphics system.

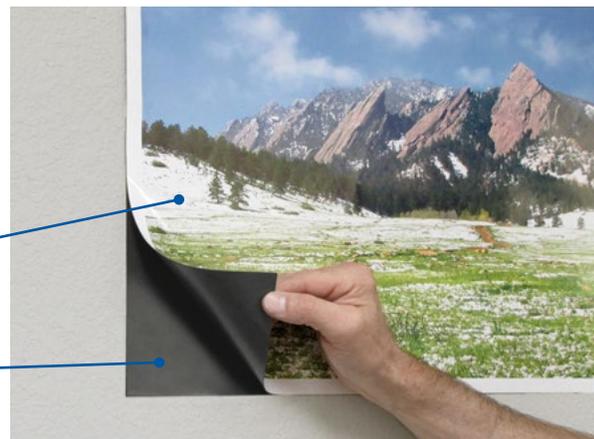
## Compatibility

**Master Magnetics** has partnered with major printer manufacturers to test their flexible magnetic sheeting. Testing for compatibility and quality has been completed with many international printer manufacturers including **Mutoh**, **HP**, **EFI / Vutek**, **Gerber Scientific Products**, **Mimaki**, **Integra/Grapo**, **SII – Seiko Instruments USA**, **Canon** (PrintMagnet™ with paper topcoat), **Oce**, **FujiFilm**, **Jetrix**, **Screen**, **Polytype** and is in process with other well-known brands.



PrintMagnet™ with image - removeable and repositionable

FlexIRON™ affixed to wall



PrintMagnetVinyl™ sheeting is available in thicknesses of .012" to .060", widths of 12", 24", 30", and 40" standard roll lengths of 10, 25 and 50 ft. and can be cut, slit or die cut for customized widths and lengths.

For aqueous ink printers, Master Magnetics also offers **PrintMagnet™** flexible magnetic sheeting with a paper topcoat instead of vinyl that allows for printing directly to the magnet.

Visit [magnetsource.com/printdirect](http://magnetsource.com/printdirect) for more information.

## Magnets and Magnetic Assemblies

Magnets offer a wide range of solutions for fastening signage in a practical and cost effective manner. From simple magnetic ceiling hooks for hanging lightweight signs from the metal frame of a drop-down ceiling, to industrial-strength requirements for supporting hundreds and even thousands of pounds, magnets can be the solution for a wide range of display projects.

Magnets offer permanent holding power, they will never lose their strength over time or after multiple uses. Instead of fasteners that require drilling, gluing and other forms of mounting, magnetic assemblies are easy to apply, won't damage the structure they're attracting to, are easily repositionable and surprisingly strong.

Round base ceramic magnet assemblies are available with various attachable hardware such as eye-bolts, posts, carabineers and hooks. They are especially ideal for removable signs on delivery vehicles. Optional rubber covers over the magnetic base prevents scratching the vehicle's surface.



## 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 [www.magnetsource.com](http://www.magnetsource.com).