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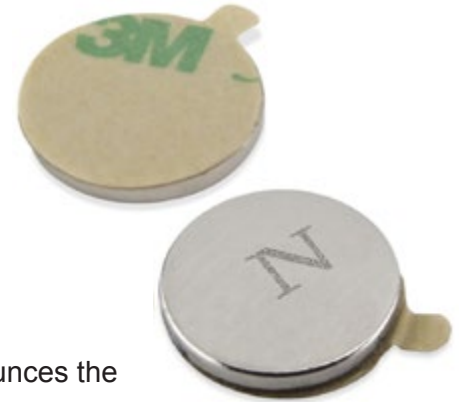
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Master Magnetics Introduces New Neodymium Magnets with Adhesive Film

Castle Rock, CO Aug. 10, 2015 – **Master Magnetics** (The Magnet Source®) announces the addition of a new line of neodymium magnets with adhesive film.



“We’re excited to offer these magnets,” said Melissa Thompson, Flexible and POP Magnet Sales Manager. “We know their lower profile and strong adhesive provide a great compliment to our existing neodymium discs with foam adhesive.”



Example of a magnet-to-magnet closure.

Available in four sizes, these neodymium, grade 35, nickel plated magnetic discs come pre-applied with .004” thick acrylic film adhesive from 3M. A quick-pull tab prevents fumbling with the paper liner. The pressure sensitive adhesive forms a permanent bond with most HSE (high surface energy) materials, easily securing the magnet to the project.

These magnets have gained popularity across the P.O.P. and packing industry as a unique way to create closures for displays, cases, packaging, cabinets, and doors. The slimness of the adhesive also make these magnets an ideal choice for jewelry, notebooks, purses, and more.

“Designers looking to create unique and modern closures and finishes find magnets are a great option. The end product makes a quality impression,” Thompson added.

Use these magnets two ways, magnet-to-magnet or magnet with matching strike plate. Magnet-to-magnet provides strong, ‘snap-to’ positioning for every closure.

Magnet to steel plate provides a lower profile and can be more cost efficient when an exact match on the closure isn’t required.



Example of magnetic closure with magnet and steel plate.

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 1-800-525-3536 or visit magnetsource.com.