

MASTER MAGNETICS, INC.



**For Immediate Release**

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**New Magnetic Swivel Hook Swings and Rotates  
with Industrial Strength**

**Castle Rock, CO.**, April 20, 2016 - Master Magnetics, Inc. (The Magnet Source®) announced the addition of the new magnetic Swivel Hook. This new hook both swings and rotates 360 degrees making items easily repositionable without removing the hook.



This new hook will be featured at the National Hardware Show, both in the New Product World and in the Master Magnetics booth, #7219.

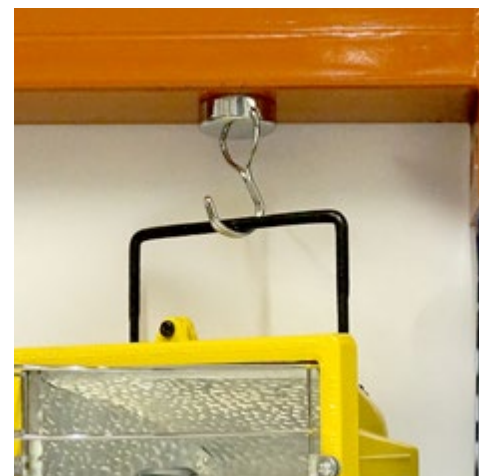


The magnetic Swivel Hook is uniquely crafted with six neodymium disc magnets set into a blue, injection-molded grip pad designed to provide increased vertical holding power. The resulting industrial-strength hook features 65 pounds of pull strength. Housed in an attractive chrome casing, it has a modern, slim design.

This industrial strength magnet securely holds the magnetic hook in place for use in a range of environments including workshops, garages, warehouses, and offices. The Swivel Hook securely holds cables, tools, wires, displays, and heavy equipment where ordinary magnets would slip and slide.

The Magnetic Swivel Hook is available either in a retail clamshell package or without packaging for industrial users. It features:

- Attractive chrome finish
- 65 lbs. pull strength
- 1.5 inches in diameter
- MSRP \$10.50



**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. Celebrating 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 1-800-525-3536 or visit [magnetsource.com](http://magnetsource.com).

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