

**For Immediate Release**

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**Round Base Magnets Offer Multiple Holding Possibilities**

*New Super Blue™ and NeoGrip™ Round Base Magnets Provide Innovative Options*

**Castle Rock, Colo.**, September 28, 2017 – One of the most versatile magnets available, round base magnets work as low-profile holding or mounting magnets. Master Magnetics (The Magnet Source®) offers the largest selection of round base magnets in the industry – including the recently introduced [Super Blue™](#) and [NeoGrip™](#).

Also referred to as cup magnets, round base magnets incorporate a steel housing with ceramic or neodymium magnets. The steel cup functions to dramatically increase the holding force of the magnet. A hole in the center allows users to determine the type of attachment needed; providing a custom application with each use.

Master Magnetics offers [round base magnets](#) in four different styles: ceramic, neodymium, NeoGrip™ and Super Blue™. Ranging in holding strengths from four to 220 pounds, there is a round base magnet for every application.



## Our Strongest Round Base Magnet

Industrial strength Super Blue™ round base magnets are Master Magnetics' strongest round base magnet line. The unique Super Blue filling offers a smooth, strong grip, while preventing dust and debris from collecting around the magnet.

Easily attach a hook, eyebolt or nut to this low profile magnet to customize holding options. Featuring neodymium magnets, Super Blue™ is available in four sizes and up to 220 pounds of pull strength.



## Added Sheer Strength, Non-Scratch Back

The new NeoGrip™ round base magnet provides a built-in liner for those applications where surface protection matters. The unique rubber liner also increases vertical sheer strength, while protecting surfaces from scratches.

The rust-resistant backing on the NeoGrip™ provides additional protection in corrosive environments. Easily attach a hook, eyebolt or nut to customize holding options. Four sizes, up to 70 pounds pull, available.



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