



**For Immediate Release**

Contact: Mike Gertz  
303-688-3966 x138  
[mgertz@magnetsource.com](mailto:mgertz@magnetsource.com)

## **Master Magnetics Introduces Three New Magnets at NHS 2017**

*Same Great Source for Magnets, Brand New Look*

**Castle Rock, Colo.**, April 6, 2017 – [Master Magnetics](#) (The Magnet Source®) is introducing three new packaged magnets at National Hardware Show 2017, booth 7219. These new products add to Master Magnetics' industry-leading extensive line of [retail-packaged magnets](#).

"The National Hardware Show is when our customers look to see what's new at Master Magnetics, so we always present innovative and highly profitable new products for them each year at the show," said Jim Madsen, national sales manager at Master Magnetics.

These products have appeal to a broad range of customers from impulse shoppers to DIYers to professionals. "Magnets are great solutions for all types of customers. And they are proven profit winners," added Madsen.

### **Handy Holder™**



Keep paper towel rolls, cleaning wipes, glove boxes, and more neatly stored and easily in reach with the unique, magnetic adjustable [Handy Holder™](#). The powerful magnetic bases are easily repositionable on any flat ferrous metal surface. No need to permanently install mounting hardware or brackets.

The sturdy black metal housing features an adjustable holder – perfect for accommodating a variety items. The powerful magnet grips smooth, ferrous surfaces keeping items firmly in place. The non-scratch liner on each magnetic base prevents scratching or marring of metal surfaces.

The Handy Holder™ is perfect for use in shops, garages, warehouses, RVs, work trucks, tow trucks and vans, medical facilities, schools, offices, gyms, and other compact areas.

MSRP \$20.00

## Key Chain Magnet



Attach keys to any ferrous metal surface with the handy Key Chain Magnet. This slim, lightweight plastic key chain houses a powerful neodymium magnet. The magnet is strong enough to hold up to four pounds, but won't damage key fobs.

Use this practical and functional key chain for storing, hiding or organizing keys. Also useful for detecting ferrous metal items in recycling, scrap metal salvaging, or by auto shoppers to discreetly detect previously repaired areas on vehicle surfaces.

Retailers can purchase the Key Chain magnet in a counter display tub with 24 pieces or single clamshell with two magnets per package.

MSRP \$3.50/pkg of two or \$42 display/\$1.75 each

## Heat Gun/Impact Wrench Holder



This [strong neodymium tool holder](#) holds impact wrenches, heat/paint guns and other heavy tools onto any ferrous metal surface. With 105 pounds of pull, this magnet is sturdy enough to securely hold a wide range of tools.

The vinyl coating on the ring helps keep tools in place, without slipping or scratching. Both the repositionable, non-scratch, rubber-coated base and ring are heat resistant up to 175 degrees Fahrenheit.

Ideal for workshops, garages or warehouses, auto/tire shops or vehicle wrap installers.

MSRP \$30.00

## 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).