

FOR IMMEDIATE RELEASE

Contact: Mike Gertz
303-688-3966 ext. 138
mgertz@magnetsource.com

Magnetic Assemblies Make Perfect Sign Holding, P.O.P. and Merchandising Solutions

Castle Rock, Colo., June 21, 2019 – Master Magnetics, Inc.’s variety of magnetic assemblies is specifically aimed at providing unique and practical solutions for sign holding and Point Of Purchase displays in retail environments. These magnetic devices will be featured at GlobalShop 2019, Booth #4373.

The ease of installation and repositioning, along with permanent magnetic holding power, make magnets an increasingly popular choice for a variety of sign holding and P.O.P. displays. Magnetic products provide designers and retailers with an extensive selection of practical holding, posting and display choices.

Sign Holding Solutions

Master Magnetics’ extensive selection of sign holders provides designers and retailers with a range of options to quickly call out merchandise in a variety of locations. Magnetic sign holders are designed to maximize display space with a minimum footprint, while attractively presenting company branding. Easily repositionable on most metal surfaces, there is no need to drill mounting holes into walls or fixtures, or worry about brand compatibility with P.O.P. fixtures.

Magnetic sign holders are:

- Easily repositionable for fast and easy set-up
- Superior in holding power
- Available in a variety of styles, widths and heights



- Strong and attach firmly to most metal surfaces

The extremely useful and popular [Super Grip Magnetic Sign Holders](#) make it easy to attach a sign to a metal fixture. Ideal for most standard gondolas, this channel magnet features a clear acrylic grip that securely holds retail signage vertically or horizontally. Available with pull strengths up to 60 lb., these sign holders have the muscle to keep brand messaging where it matters the most.



Retailers with long stretches of aisles appreciate the effectiveness that aisle violators provide in increasing awareness of company communications and creating attractive displays. Using a 90 degree magnetic sign holder with a clear sign strip provides an excellent space for hanging signs.

Frames and Frame Holding Solutions

Magnetic frames and frame holders both protect and attractively present branding and advertising, while providing extra value because of the ability to reuse signs. A range of holders and bases make the most effective use of space, maintaining eye-catching messaging.



Magnetic frame and holders are:

- Lightweight for easy transportation
- Easily repositionable for fast and easy set-up
- Firmly attaches to most metal surfaces
- Protection for posters and signs from dust and debris

For P.O.P. use, small frames with rotating magnetic frame holders are ideal for featuring daily or weekly specials and promotions. Magnetic frame holders easily attach to metal posts, registers and displays.

Heavy-Duty Sign and Display Solutions

Oversized-signs, displays that will be handled frequently and signs in high traffic areas benefit from a heavy-duty magnetic P.O.P. assembly. [Hooks and threaded posts](#) provide a range of hanging, posting and display options. Made with neodymium, the strongest magnetic material available, these compact magnetic assemblies range from 18



to 98 lb. pull strength. The holding strength makes these magnets ideal for use attaching clip strips at checkout counters, holding signs, lighting fixtures or temporary displays overhead and more.

About Master Magnetics, Inc.

Founded in 1976, and located in Castle Rock, Colo., 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 1-800-525-3536 or visit magnetsource.com.

#