

# Magnetic media

***metallic film • metallic banner • magnetic board • white flex magnet***

Magnetic boards are a new trend in POP and commercial advertising, providing a flexible, easy to install display media. Your customer wants the print including installation. With a magnetic wall you no longer need expensive specialized application personnel while still offering full service. This allows you to maintain the selling price while you reduce your costs. Everything you can do by yourself or even installation (according to customer's necessity) can do your customer by himself. Thanks such big reduction of your costs you can offer more interesting price for complete solution. Within it graphic is perfect without any imperfections such as frills, bubbles, which can grow up caused by adhesive banging.

***1 + 2 = small magnetic areas with precise graphic***

***1 + 3 = bigger magnetic area (rather to outdoor)***

***4 = separate solution – magnetic poster on the ferro - metallic surface***

## 1) Production of magnetic base

- *allows production of the big and small magnetic self-adhesive ad surfaces*
- *magnetic board 0,5 and 1,5mm*

***Magnetic board creates about 2 mm strong magnetic pole. According this you can apply printed graphic (on metallic PET film or on metallic banner) just by placing it on.***

Magnetic Board is reverse side, self adhesive and flexible ferro-magnetic rubber for full function magnetic billboard processing. Thanks to this special magnetic rubber you can make magnetic advertising display from any smooth surface boards. The material is suitable for use both with our metallic film and with metallic banner materials. Magnetic self adhesive board allows you fast changing of graphic on the metallic banner or on the metallic film in the whole area or locally. Big privilege is very simple product realisation of the magnetic active ad boards just by sticking on any surface. On which surface? Simply everywhere, where you can stick on any other self-adhesive film. Material can be cutted by scissors, by knife.

**Suitable for:** production of magnetic active ad boards

## 2) Digital print on ferro-metallic material – metallic film

- *has a smaller size and more precise presentation, smaller magnetic sensitivity in comparison with metallic banner*
- *metallic PET film 130g and 200g/m<sup>2</sup>*

***This revolutionary PET inkjet film in common (200g, 100mic) and fire-resistant (130h, 50mic) manufacturing is powered (on the underside) by thick grey metallic layer. According this poster will more fastened to the magnetic layer of the magnetic board. Suitable for smaller areas with requirement of precise quality of the printing (POS/POP).***

50, or 100 microns satin ferro-metallic PET film is covered by solvent; eco-solvent and UV ink applicable coating with brilliant color density and really wide color gamut. In order to be magnet adhesive with appropriate power there is ferro-metallic reverse side layer on the surface of the material. Metallic film has got good tensile strength, cannot be handy pulled apart and it is UV and weather resistant.

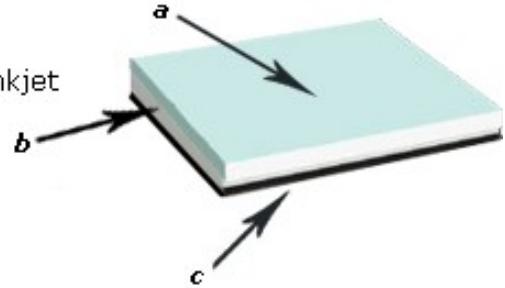
**Suitable for:** HARD-ECO-MILD-LIGHT solventn and UV printers, serigraph, offset.

### Construction

Top coated PET with metal backed reverse

- a) White coating for solvent/eco-solvent and UV inkjet
- b) White PET film
- c) Coating containing metal particles, for adhesion to magnetic board

Width : 137 cm

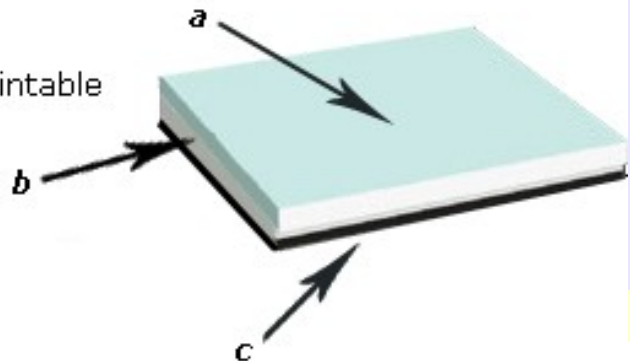


### 3) Digital print on ferro-metallic material – metallic banner

#### Construction

- a) Topside white coating, digital printable
- b) PVC coated Polyester fabric
- c) Backside grey ferrous

Width : 155 cm  
Gross: 860g/m<sup>2</sup>



### 4) Printable flex magnet

- *big format printing of magnetic advertisements for ferro-metallic backgrounds*
- *white flex magnet 0,60 a 0,80 mm*

***Magnetic board creates about 2 mm strong magnetic pole. According to this you can apply printed graphic just by placing it on the ferro-magnetic surface (cars, trucks, trams, etc.)***

White flex magnet is similar product to magnetic board but without reverse side self adhesive abilities. On the other hand the material is equipped with satin or gloss PVC surfaces on front side. It makes the product is digital solvent, mild-light-eco and UV cure inks printable. You can use solvent and UV cure silk screen inks as well. For offset conventional inks usage asks your inks supplier. White flex magnet is ready and good both for exchangeable big format advertising displays which have enough power to adhere to all ferro-metallic backgrounds and for small printed and die cut finished magnets. Its main privilege is simple installation of the graphic just by placing to ferro-metallic surface. It uses for big format printing and for production small curve artwork die cut finished magnets. Big usage can be found in production of boards and displays suitable for POS (point of sales) advertisements, etc. Can be cut by scissors, by knife. On the white side is coated by the layer, which gives resistance of UV.

**Suitable for: HARD-ECO-MILD-LIGHT (need to try) solvent and UV printers, serigraph, offset.**