

# ULTRA-MAG

## Flexible Magnetic Sheeting



ISO 9002  
Certificate Number  
FM 31912

### Description

ULTRA-MAG sheeting is a thermoplastic permanent magnet material with a multi magnetic polarization designed to produce greater holding force on magnetically receptive surfaces. ULTRA-MAG sheeting is laminated with a variety of coatings, applied with a strong acrylic adhesive for excellent outdoor weatherability.

### Magnetic Properties

High intensity lines of magnetic polarity run parallel to the edge of the sheet. Magnetic poles are placed on one surface of the sheet for optimum holding power. The optimum magnetic strength is on the inside of the roll. Full width 24" polarization exhibits 85 lbs. per square foot holding power in the 30 mil thickness. Maximum energy product is  $.78 \times 10^6$  gauss oersteds.

### Physical Properties (Typical)

Flexibility—can be wrapped around a 1" radius without cracking at 68°F.

Machinability—diecutting, knifecutting, etc., with ease.

Specific Gravity—is 3.8

■ Hardness (Shore D)—55	■ Longitudinal	■ Transverse
Tensile	992 lbs./sq. in.	714 lbs./sq. in.
Elongation	65%	43%
Tear-graves	155 lbs./in.	172 lbs./in.
Tear-Elmendorf	22 gm/mil	27 gm/mil
Shrinkage 158°F. 7 days	1.5%	.4%

### Product Specifications: Sheeting

PRODUCT NUMBER	PRODUCT	THICKNESS ± .001" INCL. LAMINATE	WIDTH	TYPICAL LENGTH	SHIPPING WEIGHT LBS.	MAGNETIC PULL LBS./FT.SQ.
WM20	20 mil White Matte	23 mil	+1/16-0	100'	92	60
HG20	20 mil Hi-Gloss	23 mil	+1/16-0	100'	92	60
PB20	20 mil Uncoated	20 mil	+1/16-0	100'	80	60
WM30	30 mil White Matte	33 mil	+1/16-0	100'	122	85
HG30	30 mil Hi-Gloss	33 mil	+1/16-0	100'	118	85
PB30	30 mil Uncoated	30 mil	+1/16-0	100'	115	85
PSA30	30 mi P.S.A.	34 mil	+1/16-0 (+1.59mm)	100' (30.5m)	125	85

### Packaging

ULTRA-MAG sheeting is supplied in master roll cartons of 200 sq. ft. or U.P.S. sized rolls. Packaged one roll per 275 lbs. test corrugated box with special end protectors.

Call your Flexmag Industries Representative today.



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### Dimensional Characteristics

Stability—of the applied films and ULTRA-MAG sheeting is excellent throughout  $-40^{\circ}\text{F}$  to  $160^{\circ}\text{F}$ .

Durability—ULTRA-MAG contains no plasticizing agents or solvents and, under normal use, ULTRA-MAG will give years of service.

Avoid repainted surfaces which contain uncured paint.

Weather Resistance—Excellent.

Temperature Range of the Coatings—designed to withstand continuous exposure to temperatures up to  $160^{\circ}\text{F}$ .

### Processing Performance

Top-coated ULTRA-MAG enhances ink adhesion by screenprinting, handlettering, offset letterpress and hot stamping. Please consult your ink supplier for his recommended maximum quality product.

Caution should be exercised to use only supplier-recommended thinners. All inks should be pre-tested.

- Consult supplier for recommended flood coating procedures.

### Ultra-Mag Sheeting Features

- Superior magnetics. 12 poles per inch (25mm).
- Available in special slit widths and sign blanks.
- Easily diecut.
- Thickness tolerance:  $\pm .0015"$  (.038mm).
- Slit width:  $+1/8"$  (3.18mm) /  $-0"$ .
- Cut length:  $+1/4"$  (6.35mm) /  $-0"$ .
- Custom lengths available on quantity orders. Maximum 200 feet (60.96m).
- Splice-free rolls on request.
- Unique non-hazardous, lead free matrix.

### Coating Features

- Specially top-coated vinyls assure ink adhesion for a wide spectrum of inks—bulletin colors, vinyl and enamel inks.
- UV resistant for exceptional outdoor weatherability.
- Dimensionally stable.
- Special UV ink coatings optional.

### Coating Selections

- Standard Matte White.
- Flat White and Premium Hi-Gloss White.
- Super Colors—Red, Blue, Green, Yellow, Chocolate Brown, Black.
- Chrome, Gold, Burnt Orange.
- Pressure Sensitive adhesive backing.

### Usage

- Toys, novelties, sales promotions, die-cut letters and numbers, architectural designs, visual aids, display boards, decoration panels, nameplates, etc.
- Signage.
- Advertising Specialties.

**Call your Flexmag Industries Representative today.**



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