



FlexCoat - EZ™

Flexcoat-EZ has been engineered to eliminate issues sometimes associated with traditional vinyl laminated magnet. Instead of a laminated print surface, a durable printable coating is applied directly to the flexible magnet, and becomes an integral part of the magnet. It's like printing directly on a white magnet.

Flexcoat-EZ provides the following advantages over vinyl laminations:

- No Curl
- No Delamination
- Easier, Cleaner Cutting
- 100% Recyclable
- No Phthalates (safe for children*)

Available in .015", .020", and .030"

Available in sheets and rolls

Standard roll widths are 24-5/16", 30" and 40"

Clear matte backside coating to protect mounting surface

Compatible with solvent, eco-solv, UV and latex inks

Ink jet, flatbed and offset printable

Indoor / outdoor use - available either magnetized or un-magnetized

Suggested Applications: Indoor and Outdoor Advertising, Banners, Menu Boards, Vehicle Signs (.030" only), Calendars, Business Cards, Coupons

* Most phthalate plasticizers are banned under federal law in any item that might be placed in a child's mouth.

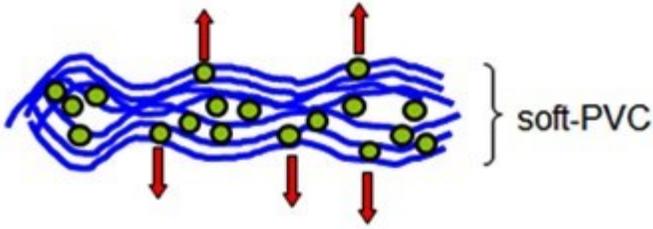
FlexCoat-EZ is manufactured in the USA exclusively by Flexmag Industries. Customer Service: 800-543-4426



Why Flexcoat-EZ is better than vinyl lamination for magnets

A .030" thick magnetic sheet laminated with a 4 mil vinyl film has been the industry standard for outdoor signage and vehicle magnets for many years, but this structure is not without problems. Vinyl laminations are difficult to cut smoothly and they frequently curl and delaminate over time when exposed to the elements. By printing on vinyl and then laminating that to vinyl magnet, the problem is made even worse since the resulting 5 layer sandwich will not hold up very long outdoors.

At ambient temperature, raw polyvinyl chloride (PVC or vinyl) is a brittle, rigid plastic. To make vinyl flexible enough to use, phthalate plasticizers are added during the conversion process. Plasticizers are oily, colorless liquids that make the vinyl soft and pliable, and account for one third to one half of the formulation of a flexible vinyl film or sheet.



Phthalate Plasticizer Migration

Liquid plasticizers tend to leech out of the vinyl and evaporate over time, causing the vinyl to shrink and become brittle. They migrate to the surface, where they can cause problems with ink adhesion which may require cleaning with alcohol before printing. They can also migrate down into the adhesive layer, causing it to soften and fail.

Shrinkage of the vinyl layer due to plasticizer evaporation can cause the magnet to curl and lift away from the host surface, and the combination of curl and adhesive softening can cause the vinyl to separate from the magnetic base. These problems become worse with exposure to heat and sun.

When cutting vinyl laminations, you are cutting through several layers: vinyl, adhesive, and magnet. The vinyl can chip and flake, causing rough cut edges, especially with a dull blade. The adhesive can also gum up the blade.

Flexcoat-EZ

Flexmag's exclusive Flexcoat-EZ product is completely different. It is not a lamination, and does not contain plasticizers, adhesive, or layers. Instead of a glued-on surface, a durable printable coating is applied to the flexible magnet, and becomes an integral part of the magnet. It's like printing directly on a white magnet with better outdoor durability than a vinyl lamination - and it cuts cleaner too.

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Notes: When running pre-magnetized substrates on wide format inkjet printers, any steel sections in the infeed that the magnet passes over should be covered with 10 pt card stock to prevent direct contact and sticking, as shown in the picture at right.

Do not clean the surface of Flexcoat-EZ with alcohol or any other solvent before printing. It is ready to accept UV, latex, or eco-solv inks right out of the box.

Since it does not have a 4 mil vinyl laminate, Flexcoat-EZ will feel more flexible and thinner than vinyl, but it still has the same, strong .030" magnetic base.



Wide Format Printers: Some wide format inks need heat to dry quickly. Because the heavy magnetic base acts as a heat sink, the tendency may be to increase the heat setting to dry the ink. This may cause the magnetic base to soften, and the heavy weight of the stock may cause it to stretch. It is best just to use lower heat and allow the ink more time to air dry.