



Backcoated Flexible Magnetic Sheet

Product Information

Based On 24⁵/₁₆" (618mm) Wide SafeMag Flexible Magnetic Sheeting

Description

SafeMag™ is a unique backcoated flexible magnetic sheeting. The backcoating is a safe barrier between the magnetic surface and the surface to which it is applied, which is an important new benefit to sign makers in applications like vehicle signs. The backcoating is equally important to screeners where "blocking" is a problem when printed magnetics need to be stacked during the printing process.

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 24⁵/₁₆" polarization exhibits 85 lbs. (39 kgs) per square foot holding power in the 30 mil (.76 mm) thickness. Maximum energy product is .78x10⁶ gauss oersteds.

Physical Properties (Typical)

Flexibility—can be wrapped around a 1" radius without cracking at 68°F. (20°C.)

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

Specific Gravity—is 3.8.

Hardness-Shore D55

Property	Longitudinal	Transverse
Tensile	922 lbs./sq. in.	714 lbs./sq. in.
Elongation	65%	43%
Tear-Graves	155 lbs./in.	172 lbs./in.
Tear-Elmendorf	22 gm/mm	27 gm/mm
Shrinkage 158°F. (70°C.) 7 days	1.5%	.4%

Product Specifications: Sheeting

Laminates include various films including vinyl, polypropylene, polyethylene and papers.

PRODUCT	THICKNESS ± .001" INCL. LAMINATE	WIDTH TOLERANCE	TYPICAL LENGTH	SHIPPING WEIGHT LBS.	MAGNETIC PULL LBS./FT.SQ.
15 mil White Matte	18 mil (.46 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	69 lbs. (31 kgs)	45
15 mil High Gloss	18 mil (.46 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	69 lbs. (31 kgs)	45
15 mil No Laminate	15 mil (.38 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	60 lbs. (27 kgs)	45
15 mil P.S.A.*	19 mil (.48 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	72 lbs. (33 kgs)	45
20 mil White Matte	23 mil (.58 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	92 lbs. (42 kgs)	60
20 mil High-Gloss	23 mil (.58 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	92 lbs. (42 kgs)	60
20 mil No Laminate	20 mil (.51 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	80 lbs. (36 kgs)	60
20 mi P.S.A.*	24 mil (.61 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	88 lbs. (40 kgs)	60
30 mil White Matte	33 mil (.84 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	122 lbs. (55 kgs)	85
30 mil High-Gloss	33 mil (.84 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	118 lbs. (54 kgs)	85
30 mil No Laminate	30 mil (.76 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	115 lbs. (52 kgs)	85
30 mil P.S.A.*	34 mil (.86 mm)	+1/16"-0 (+1.59 mm -0)	100' (30.5 m)	125 lbs. (57 kgs)	85

*P.S.A. = Pressure Sensitive Adhesive

Packaging

SafeMag sheeting is supplied in roll lengths of 25 ft. (7.6 m), 50 ft. (15.2 m), 100 ft. (30.5 m) or larger according to customer requirements.



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Dimensional Characteristics

Stability—of the applied films and SafeMag™ sheeting is excellent throughout -40°F. to 160°F. (-40°C to 71°C.)

Weather Resistance—Excellent.

Durability—The magnet contains no plasticizing agents or solvents and, under normal use, will give years of service. If laminated with vinyl, the vinyl does contain plasticizers.

Processing Performance

Top-coated versions of SafeMag enhance ink adhesion by screen-printing, handlettering, offset letterpress and hot stamping. Please consult your ink supplier for the 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.

SafeMag Features

- Superior magnetics. 12.5 poles per inch, or per customer requirements.
- Available in special slit widths and sign blanks.
- Easily diecut.
- Thickness tolerance: $\pm .0015$ in. ($\pm .038$ mm)

- Slit Width: $+ 1/16$ " -0 ($+ 1.59$ mm -0)
- Cut Length: $+ 1/4$ " -0 ($+ 6.35$ mm -0)
- Custom lengths available on quantity orders.
- Splice-free rolls on request.
- Unique non-hazardous, lead-free matrix.

Laminate Features

- Specially top-coated laminates assure ink adhesion for spectrums of inks—including vinyl and enamel inks.
- Dimensionally stable.

- Vinyls—UV resistant for exceptional outdoor weatherability.
- Special UV ink coatings optional.

Laminate Selections

- Standard White Matte.
- Flat White and Premium High-Gloss White.
- Colors—Standard and custom colors.

- Chrome, Gold and Brushed Silver.
- Pressure Sensitive adhesive backing (P.S.A.).

Usage

- Toys, novelties, sales promotions, die-cut letters, blanks, numbers, architectural designs, visual aids, display boards, decoration panels, nameplates, production planners, etc.

- Signage.
- Advertising Specialties.
- Medical.

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