

LabelMag®

Flexible Magnet

Available with
paper or tear-resistant
film release liner



For more information
scan with your smart-
phone's QR reader.



800.258.0991
sales@magnummagnetics.com
magnummagnetics.com

Reduce Costs and Shorten Lead Times for Your Direct Mail Advertising

Simplify the Application of Magnets

Turn your direct mail advertisement into a magnet. Apply LabelMag to the back of your mail piece using high-speed label applicators.

- LabelMag runs efficiently on most automatic labeling machinery including Kirk-Rudy, Label-Aire and Buskro.
- LabelMag® magnets include a registration gap so that a photoelectric sensor can cue label machines to apply an individual magnet to paper card stock and other materials.

Characteristics

- Available in standard thicknesses ranging from .012" (.30 mm) to .020" (.51 mm) and widths ranging from 1" (25.4 mm) to 5" (127 mm).
- LabelMag® rolls range in length from 200 ft. (60.96 m) to 800 ft. (243.84 m) depending upon magnet thickness and come with a paper or tear-resistant film liner for problem-free application.
- LabelMag is supplied with a pressure sensitive permanent indoor adhesive.

Customization

- Contact Magnum to discuss your special requirements. Custom sizes, shapes, widths, thicknesses and packaging are available.

Applications

- Direct Mail Advertising, Postcards, Business Cards, Calendars... and more!



★ Quality Made
in the USA ★

 **Magnum
Magnetics®**

The Force in Flexible Magnetics®

801 Masonic Park Road • Marietta, OH 45750
International Phone: 740.373.7770
Fax: 740.373.2880

Product Specifications

Product Thickness

Minimum Magnetic Pull/lbs. per sq. ft. (kg per m²)*

.012" (.30 mm)	30 (147)
.015" (.38 mm)	40 (195)
.020" (.51 mm)	60 (293)

Standard thicknesses range from .012" (.30 mm) to .020" (.51 mm).

Thicker LabelMag is available special to order.

Standard widths: 1" (25.4 mm) to 5" (127 mm)

Standard gap: 1/8" (3.2 mm)

Tolerances (standard product):

widths: +/- .02" (.51 mm)

lengths: +/- .03" (.76 mm)

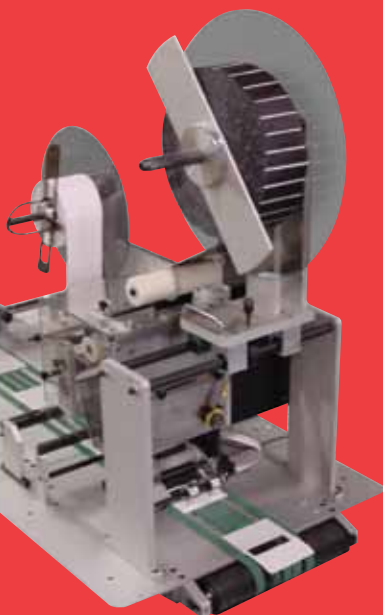
thickness: +/- .003" (.076 mm)

Contact us for information about minimum order requirements.

* Minimum pounds pull at zero air gap based upon standard poles per inch.
Contact us for information about the recommended product for your application.



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Flexibility

At 68° F (20° C), our high-quality magnetic material can be coiled to a 1/2" (12.7 mm) radius without cracking.

Magnetization

For most uses, our state-of-the-art, multi-pole magnetization method provides maximum holding power. Strength, flexibility and physical properties can be customized for your specific applications.

Typical Physical Properties

Hardness: Shore D60

Specific Gravity: 3.5

Shrinkage: <1.5% @ 158° F (70° C), 7 days

Tensile Strength: 700 psi (49 kg/cm²)

Our Promise

Magnum Magnetics provides superior customer service and high-quality flexible magnetic sheet, strip and custom profiles at competitive prices. That's our promise and your assurance of satisfaction from The Force in Flexible Magnetics®.



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Patent Pending

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