



MAGNETIC
white matt PVC
for digital and screen printing

Item	Description	Specification	
Composition	Product codes	MGD-1023030-WM - MGD-10038-WMC - MGD-12738-WM	
	Type	Isotropic - Flexible Magnetic Sheeting in rolls	
	Colour	White matt PVC + brown magnetic	
	Layers	Surface: 100 micron white matt vinyl Base: brown magnetic 200/250 micron	
	Total thicknesses	0.30, 0.35 mm (± 5%)	
Magnetic Properties	Magnetic Pull	0.30 mm	8 ÷ 10 g/cm ²
		0,35 mm	15 ÷ 18 g/cm ²
	Magnetic pole width	2 mm	
	Maximum Energy	0.35 to 0.65 MGOe	
	Remanence	1600 – 1900 G	
	Coercive Field	1100 – 1350 Oe	
Physical Properties	Intrinsic Coercive Field	2100 – 2400 Oe	
	Specific Gravity	3.2 to 3.5	
	Flexibility	It can be wrapped around a rod with a 8mm radius at 20°C without cracking	
Temperature Resistance	Cutting	Scissors and knife can be used with ease, the same is for die-cutting and slitting . It is ideal for horizontal cutting plotter and for print-and-cut machines.	
	End-use temperature range	- 20°C / + 50 °C	
	Short term resistance	65 °C	
	Flammability	DIN 4102-1, B1 Class	

White Front Layer	Resin type	Monomeric vinyl film (coated)
	Thickness	100 ± 8 micron
	Colour	White Standard
	Finish	Matt
	Shrinkage	≥ 0.8%
	Surface tension	≥ 30 dyne/cm

Applications	The product is ideal for the Magnet VisualComm, it can be overlapped up to 3 layers. It has been designed for print-and-cut works. It is mainly used for display systems, car signs, business cards, refrigerator magnets, shelf/file labels, menu boards, toys, planning boards, education items, points of purchase, promotional items.
Printing	Screen Printing: solvent and UV Curable inks (tests before printing are recommended). Digital Printing: eco-solvent and UV Curable inks. Notes: Due to the wide variety of UV inks products and digital printing machines, tests before printing are always recommended. Some UV inks may interfere with magnetic poles. Avoid high polymerization to minimize the "brittle effect" (easy flaking of the ink) and maintain the typical magnetic softness without incurring the risk of the cracking of the surface. Attention! When die-cutting full background printed magnet, or other materials, you would observe the rising of shape edges (ink evaporation is the cause of tension surface).
Safety Caution	REACH - Complying with the Italian Decree-Law number 133 issued on 14.09.2009 published on the Italian Gazzetta Ufficiale, we inform that the substances SVHC (Substances of Very High Concern) are present in a concentration lower than 0,6%. For further information, please ask for the updated regulation of SVHC taken into consideration by REACH (Registration Evaluation Authorization of CHemicals).
Storage Period	18 months on the pallets within the box; no moisture. Under ordinary conditions at the temperature mean of 22 °C (min. 12 °C, max. 32 °C) and relative humidity of 50-55%.

Notes

Published information is based upon research and information which the Company believes to be reliable although such information does not constitute a warranty. Because of the variety of uses of the products and the continuing development of new applications, the purchaser should carefully consider the suitability and performance of the product for each intended use, and the purchaser shall assume all risks regarding such use. The seller shall not be liable for damages in excess of the purchase price of the product nor for incidental or consequential damages. All specifications are subject to changes without prior notice.