



FORMULA
MAGNETIC

Formula **Backing**

Formula **Promo Ez Steel**

Formula **Fridge**

Formula **Vehicle**



graphic art mart[™]

NATIONAL SUPPLIERS TO SIGN, DIGITAL AND DISPLAY.

MAGNETIC



National Suppliers to Sign, Digital & Display Industries.

Australia-Wide



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GRAPHIC ART MART'S

FORMULA MAGNETIC

PRINTABLE MAGNETIC MEDIA RANGE

No Delamination

Specially formulated coatings are anchored in a way that virtually eliminates delamination.

Superb Printability

Compatible with most types of inks and provides one of the smoothest printing and imaging surfaces available.

No Slipping Or Jagged Edges

Advanced product compounding formulation is one of the strongest available. It provides superior gripping power and is specially formulated for crisp, clean die cuts and kiss cuts.

No Staining Or Blocking

Superior barrier coating protects from surface staining, sticking and eliminates blocking.

Environmentally Friendly

Formula Magnetic is made from environmentally friendly material, and passes the EN71 rating, meaning the material is toxic free and is not harmful to the human body or the environment.

A Unique Advertising Solution

Use the Formula Magnetic range for advertising signage such as refrigerator magnets, vehicle signage, architectural signage, bin markers, craft magnets, die-cut magnets, display boards, point of sale, menu boards and more.

Available at Graphic Art Mart

For more information on the Formula Magnetic range visit us online at www.gamart.com.au or call us today on **1300 GAMART (426 278)**.

■ FORMULA Backing

Formula Backing is a 0.6mm thick, vinyl-like sheet with a magnetic face which is brown in colour. It can be applied to a non-magnetic surface, such as a wall, thus making that section of the wall magnetic.

Grip Strength: Strong

Available per metre or in rolls of 0.760m x 15m.

Webcode: MAGBASE

■ FORMULA Promo Ez Steel*

Formula Promo Ez Steel is a 0.2mm magnetic sheet designed for point of sale applications. The film can be laminated and creates photo quality images through solvent inkjet, UV and offset printers, as well as screen printing.

*Must be used with Formula Backing Magnetic.

Grip Strength: Strong*

Available per metre or in rolls of 0.760m x 15m.

Webcode: MAG.2ST

■ FORMULA Fridge

Formula Fridge Magnetic is a 0.6mm magnetic sheet designed for promotional applications. It has a high gloss surface making it easy to print on using solvent inkjet and UV printers. Fridge Magnetic is ideal for fridge magnets such as company cards and calendars.

Grip Strength: Medium

Available per metre or in rolls of 0.610m x 15m and 1.200m x 15m.

Webcode: MAG.6F

■ FORMULA Vehicle

Formula Vehicle Magnetic is a 0.9mm magnetic sheet designed for vehicle applications. Ideal for printing using solvent inkjet and UV inks, it is able to be laminated to protect and increase the longevity of the vehicle sign.

Grip Strength: Strong

Available per metre or in rolls of 0.610m x 15m and 1.000m x 15m.

Webcode: MAG.9V

Note: To protect the surface of your vehicle it is essential that they magnetic media is removed weekly, especially during hot weather conditions. This will avoid rust from forming and prevent the magnetic bond from being 'painted' to the surface.

FORMULA Magnetic Specifications

Temperature: Operation temperature range is recommended from -26°C to 71°C.

Flexibility: At 20°C, can be coiled to a 12.7mm radius without cracking.

Machine-Ability: Able to be printed on, able to be die cut (knife cuts cleanly and easily).

Hardness: Shore D35.

Density: 3.6 G/C.

