Guandong
DIGITAL MEDIA FOR EUROPE
CALEPPIO DI SETTALA - PH. +39 02.897859.88– info@guandong.eu

TECHNICAL DATA SHEET

MAGNETIC SHEETING

MAGNETIC - STANDARD
White Matt

Item	Description	Specification	
Magnetic Layer	**Type**	**Isotropic**-Flexible Magnetic Sheeting – Compound	
	Available Standard Thicknesses	0.5; 0.6; 0.85 mm (± 0.03mm)	
	Colour	White Matt	
Magnetic Properties	**Maximum Energy Product**	0.65 to 0.75 MGOe	
	Remanence	1600 – 1900 G	
	Coercive Field	1200 – 1500 Oe	
	Intrinsic Coercive Field	2200 – 2500 Oe	
	Magnetic Pull *(Magnetic Pole Width: 2,0 mm)*	0.5 mm	18 ÷ 22 gr/cm²
		0.6 mm	28 ÷ 30 gr/cm²
		0.85 mm	40 ÷ 44 gr/cm²
Phisical Properties	**Specific Gravity**	3.7 to 3.8	
	Backcoating	UV hardened coated on the magnetic side	
	Flexibility	It can be rolled up till a minimum of 12 mm diameter at 20°C without cracking	
	Cutting	Scissor, knife, die-cutting, and slitting can be done with ease	
Temperature Resistance	**End-use temperature range**	- 20 °C/ +50 °C	
	Short term resistance	65 °C	
	Flammability	DIN 4102-1, B1 Class	

Front Layer	**Type**	Monomeric PVC Film
	Thickness	100 ± 8 micron
	Colour	White Standard
	Finish	Matt
	Shrinkage	≥ 0.8%
	Surface tension	≥ 30 dyne/cm

Printing	**Screen Printing**: solvent Inks (UV inks after testing). **Notes:** : Due to the wide variety of UV inks products and digital printing machines, testing before printing is always recommended. We also recommend to use heavy inks UV with Flatbed printer. **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).
Outdoor Applications	It can be used for outdoor applications (6-12 months) without guarantee for a long term durability. Exposure to severe humidity, ultra-violet light or conditions found in tropical, subtropical or desert regions will often cause a rapid deterioration.
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%.
Backcoating	The magnetic sheeting has a UV hardened coating on the magnetic side to better clean before application.
Applications	Displays system, car signs, business cards, refrigerator magnets, shelf/file labels, menu boards, toys, planning boards, education items, point of purchase, promotional items.
REACH Regulation	Complying with the Italian Decree-Law nbr. 133 issued on 14.09.2009 published on the Italian *Gazzetta Ufficiale,* we inform that the substance Bis(2-ethyl(hexyl)phthalate (DEHP) is present in a concentration of 0,1%. For further information, please refer to the certified copy available of the analyses worked out on the substances taken into consideration by REACH (Registration Evaluation Authorization of CHemicals).

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.*