

myMEDIA 7614 MagneStick

Product Description

myMEDIA 7614 MagneStick is a self-adhesive, permanent magnetic film made of strontium-ferrite with a strong adhesive. When applied to smooth, flat surfaces, it provides a magnetic substrate for printable ferrofilms, such as myMEDIA 7663 FerroFilm PP, which are used to print short-term or repetitive advertisements and POS messages. Due to its high magnetic adhesion, up to three layers of myMEDIA Ferrofilms can be positioned on top of each other, which is ideal for variable promotion signs. Due to the excellent processability, it can be easily cut with standard tools, such as scissors or knives, or punched and drilled without fraying. The homogeneous surface is suitable for film lamination. The product is ideal for POS, salesrooms, trade fairs and memo boards in schools, universities, hotels and seminar rooms. Fulfils the EN 71/3 toy standard.

Physical Characteristics

Front material	Isotropic magnetic foil, strontium-ferrite, permanent magnetic, lead-free	
Thickness / Weight	400 µm, 1520 g/m ²	
Colour / Finish	Natural, dark brown, matt	
Adhesive	Solvent-based acrylic adhesive, strongly adhesive	
Liner	PE-coated silicone paper, ca. 100 g/m ²	
Magnetic Properties	Pole pitch	2,0 mm
	Maximum energy density	4,5 - 5,5 kJ/m ³
	Remanence	150 - 170 mT
	Coercivity, HcB	100 - 110 KA/m
	Coercivity, HcJ	150 - 170 KA/m
	Pull force	19 g/cm ²
Durability	Indoor	
Application temperature	>= +15°C	
Temperature range	-20°C to +45°C	
Adhesion	23N/25 mm after 20 min.	Finat FTM 1 (on stainless steel)
	28N/25 mm after 24 Stunden	
Flexibility	Rolled around a rod with 12.7 mm radius at 20°C, no breakage	
Resistance	Good resistance to water, detergents and alcohol. Not recommended for use in contact with aliphatic or aromatic hydrocarbons.	
Magnet face	Inside rolled	
Certificates	Spielzeugnorm EN 71/3	

Storage and shipping

Storage in rolls	Maintain a minimum diameter of 76 mm when rolled. Recommended hanging in the original cardboard box with core holders to avoid pressure marks. If this is not possible, store the material upright.
Flat storage and stacking	Stack on a clean, smooth, flat surface with paper layers. To avoid creases caused by incorrect pole alignment, the magnetic sides must not face each other. Do not place any objects on the product.
Shelf life	Up to 1 year in unopened original packaging.
Storage conditions	Clean and dry place, +15°C to +25°C at 50% relative humidity.
Shipping	Processed or laminated material should not be bent and should be stored flat if possible. If this is not possible, then the non-magnetic or laminated side should be rolled outside and shipped or stored temporarily.

Printing Method

Compatible inks	Not recommended
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Processing and converting

Preparation	Before lamination, cleaning is necessary as magnetic products attract electrostatic dust and electrostatically charged particles.
Fabrication	Manual or mechanical
Processing	Cutting, punching, drilling

Cleaning and maintenance

Cleaning	Clean the magnetic foil on both sides with a mild cleaning agent, then wipe with a soft cloth and allow to dry sufficiently. This extends the life of the product.
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Substrates

Suitable substrates	The substrate must be clean, dust-free, grease-free, ice-free and dry.
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Application instructions

Application	The magnetic foil must be applied dry and flat. Due to the thickness of the material, air bubbles can be easily prevented during adhesion. Sharp edges, contours etc. must be avoided as well as overhanging an edge (e.g. on a board). To avoid deformation, do not stretch the material.
Flexibility	The magnetic foil becomes more brittle at cold temperatures and should therefore, if possible, not be bent and under no circumstances be kinked at cold temperatures.
Notice	Ignoring the instructions in this data sheet or incorrect use may result in damage to the product and/or the surface for which no liability can be accepted.

Advantages and features

- Flexible, self-adhesive magnetic foil
- Creates magnetic surfaces on many substrates
- Optimal in combination with up to 3 layers of ferrofoil
- Permanent magnetic
- Homogeneous surface
- Easy to process
- High adhesion
- Great dimensional stability

Applications

- Magnetic background
- Menu and memo boards
- POS
- Shelf labels
- Shop Design
- Displays
- Schools, Universities
- Hotels, seminar rooms
- Short- to medium-term advertising

Important Notice

Information on physical and chemical characteristics is based upon tests, practical knowledge and experience. The values listed herein are typical values and are not for use in specifications. They are intended only as a source of information and are given without guarantee and do not constitute a warranty. Because of the variety of uses and applications, the purchasers should independently determine, prior to use, the suitability of this material to their specific use and carefully consider the suitability and performance of the product. The purchaser shall assume all risks for any use and application of the material. All specifications and technical data are subject to change without prior notice, errors and omissions expected. All warranty matters are regulated by our general terms and conditions.