

**myMEDIA 7628 Magnetic Film White Matt**

**Product Description**

myMEDIA 7628 Magnetic Film White Matt is a permanent magnetic film made of strontium-ferrite with a white matt PVC coating on the front. The magnetic side has a UV-cured protective coating against staining and sticking to the surface and prevents blocking and removing. The white foil side is suitable for screen printing with Solvent and UV-curable inks as well as Offset printing with suitable foil inks. The product also impresses with its flexibility allowing it to be wrapped around a rod with a 12.7 mm radius at 20°C without breaking. It can be easily folded and twisted without affecting the magnetic properties. Due to its excellent processability, it can be easily drilled, punched, and cut with standard tools, such as scissors or knives, without fraying. Good resistance to water, cleaning agents and alcohol complete the product quality.

**Physical Characteristics**

Front material	Isotropic magnetic foil, strontium-ferrite, permanent magnetic, lead-free	
Frontside	PVC coating, white matt	
Magnetside	UV-cured protective coating	
Thickness / Weight	0,80 mm, 2800 g/m <sup>2</sup>	
Specific gravity	3,8 g/cm <sup>3</sup>	
Magnetic Properties	Pole pitch	2,0 mm
	Maximum energy density	4,5 - 5,5 kJ/m <sup>3</sup>
	Remanence	150 - 170 mT
	Coercivity, HcB	100 - 110 KA/m
	Coercivity, HcJ	150 - 170 KA/m
	Pull force	39 g/cm <sup>2</sup>
Durability	Indoor and outdoor (short-term)	
Temperature range	-25°C to +55°C (very short term up to 65°C)	
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.	
Print side	Outside rolled	

**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 printed 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	Screen printing with Solvent- and UV-curable inks, Offset printing with foil inks. Before printing, the adhesion of the ink must be checked by the user.
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**Processing and converting**

Preparation	Before printing or laminating, 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	To prevent moisture or dirt from building between the magnetic foil and the metal surface (especially when used outdoors), the magnetic foil must be removed regularly! 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.
Removal	The flexible magnetic foil should be removed at regular intervals to prevent the building of moisture and dirt.
Maintenance when used on vehicles	Vehicle labelling and overlay surfaces must be removed daily or at least every second day and cleaned with mild detergent. At very high temperatures, this must be done daily. It is essential that magnetic signs are removed before each wash cycle and only should be reapplied when the surface is completely dry. To prevent rusting, no water should get between the magnetic foil and the paint. Before each remounting of the magnetic foil, make sure that it is also clean and dry.

**Substrates**

Suitable substrates	The substrate must be clean, dust-free, grease-free, ice-free and dry. Flat to slightly curved, magnetic substrates, e.g. sheet metal, iron, special alloys, ferrous paints, etc. For horizontal applications use only in places without direct sunlight (e.g. no hoods).
Not recommended substrates	Recesses, profiles, curves, fresh paints, repaint, non-metallic fillers (e.g. accident damage), thick coats of paint, damaged areas, substrates with direct sunlight, surfaces with high heat (e.g. hoods, heaters), wood grains, vinyl covers.
Varnish	Paint coats, clearcoat coats and wax coats must be cured (usual curing time: paint 90 days, clearcoat 60 days, wax/polish 2 days). With some finishes (e.g. metallic paints), a reaction/discolouration can take place due to magnetism, so regular checking is recommended.

<b>Application instructions</b>	
Application	Pre-cleaning and drying is carried out as described under "Cleaning". The magnetic foil must lie completely flat to avoid air gaps and to adhere optimally (sharp edges, contours, trims, etc. must be avoided). If applied incorrectly, it must be completely removed from the surface and then reapplied. Do not pull the magnetic foil over the surface, as this may deform 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.
Ghosting	Extended use in the same position may result in colour differences as the applied area is protected from ultraviolet radiation.
Vehicle advertising	The legal maximum speed should not be exceeded. The effective magnetic force also depends on the material thickness of the vehicle sheet metal. Filler spots and/or spots with touch-ups, as described above, can reduce adhesion by approx. 50 to 60 %. If the outside temperature is hot and the magnetic foil adheres to the vehicle body for several days, it may stick to the car paint under certain circumstances. To avoid such risks, magnetic signs should be removed from the car body during the night or when not in use.
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**
- Permanent magnetic
  - Homogeneous surface
  - Easy further processing
  - High adhesive force
  - Very good print quality
  - Great dimensional stability

- Applications**
- Short to medium term advertising
  - POS, shelf labels
  - Vehicle advertising
  - Billboard advertising
  - Displays
  - Fridge magnets
  - Signs of all kinds
  - Puzzles
  - Menu boards

**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.