



PRODUCT DATA SHEET

PRODUCT CODE: SHT07/P/1020/050/SL/PLWM/020/015P

PRODUCT DESCRIPTION: Isotropic Flexible Magnetic Sheeting with European Matt White PVC Film

STANDARD THICKNESS¹: 0.5mm (± 0.03 mm)

STANDARD WIDTH: 1,020mm (+3mm/-0)

STANDARD LENGTH: 20M (+0.5M/-0)

MAGNETIC PROPERTIES

Maximum Energy Product: 0.65 to 0.75 MGOe

Remanence: 1600-1900 G

Coercivity: 1200-1500 Oe

Intrinsic Coercivity: 2200-2500 Oe

MAGNETIC POLE WIDTH AND MAGNETIC PULL

Magnetic Pole Width: 1.5mm

<u>Magnetic Thickness</u>	<u>Magnetic Pull (g/cm²)</u>
0.5mm	≥ 36

PHYSICAL PROPERTIES

Flexibility: can be wrapped around a rod with a 12mm radius at 20°C without cracking

Cutting: Scissor cutting, knife-cutting, die-cutting, and slitting can be done with ease.

TEMPERATURE RESISTANCE

End-use temperature range: - 20°C / + 50°C

Short term resistance: 65°C

BACKCOATING: The magnetic sheeting has a UV hardened coating on the magnetic side.

PVC FILM

Outdoor Applications: We understand that this PVC film can be used for 2 years under Middle European exposure conditions but Anchor Magnets Ltd gives no guarantee to this 2-year durability. Exposure to severe humidity, ultra-violet light or conditions found in tropical, subtropical or desert regions will often cause a more rapid deterioration.

Printability:

Screen Printing: Solvent-based Inks	Yes
Screen Printing: UV Cured Inks	Yes ²
Conventional Offset Printing	Yes ³
Digital Printing: Solvent-based Inks	Yes ⁴
Digital Printing: UV Cured Inks	Yes ⁵

Notes:

1. Thickness refers to thickness of magnetic sheeting only. It does not include thickness of PVC film. Thickness of PVC film is 0.10mm.
2. This PVC has a dyne level of about 35. UV cured inks that require a dyne level higher than 35 are not printable on this surface. As dyne levels deteriorate over time, Anchor Magnets is therefore unable to guarantee that this PVC surface is always good for screen print with UV cured inks.
3. Please consult ink supplier.
4. The test results are based on our Supplier's internal tests and information provided by our suppliers, which we believe to be reliable.
5. For marked rolls without contamination and subsequent alcohol cleaning.
6. As different printers and inks will give different printing results, the purchasers should test the product with their printers and inks carefully to confirm its suitability and performance.

Date: 17 November 2010