

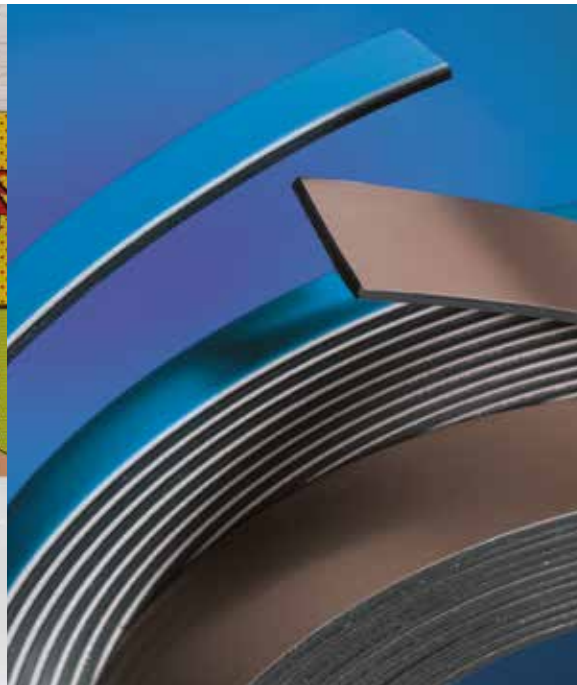


AN ESTABLISHED PIONEER OF THE MAGNET INDUSTRY  
...YOUR PARTNER IN PRINT

**am**  
anchor magnets



WE DESIGN AND MANUFACTURE PRODUCTS WITH YOU, OUR CUSTOMER  
AT THE CENTER OF EVERYTHING WE DO... YOUR PARTNER IN PRINT





Since we were founded in 1984 our specialist knowledge and expertise has been supporting retailers, printers and manufacturers across the globe. Our vision and ever expanding capabilities make us a leading authority in the field of magnetic and attractive products.

We're not just a distributor of magnetic and attractive material, we design, manufacture and add value at our Sheffield site, which is why we're licensed to use the "Made In Sheffield" name and logo. As an ISO 9001 accredited company for both design and manufacture, our processes ensure a consistent high quality of product and service.

We pride ourselves on the quality of our products, our design and manufacturing capabilities and the service we provide.

- We provide the highest level of advice, service and support to our partners or customers
- Our team use their knowledge and skill to provide the best solution and satisfy your needs wherever a magnet can be used to add value
- To Pioneer is in our DNA, new ideas are our life blood
- Continual investment in our people, our products and our processes
- Driving continual improvements across our business and our services

Anchor Magnets specialise in magnetic and attractive materials for the global visual communication market, including: Retail, Exhibition and POS. With a rapidly expanding customer base across the UK and Europe, we offer a vast range of sheet materials for digital and offset printing.

Additionally we have manufactured a large programme of magnetic accessories dedicated for in-store use.



# digifilm®

## ATTRACTIVE PRINTABLE MEDIA

**A UNIVERSALLY PRINTABLE RANGE OF WIDE FORMAT, FLEXIBLE FERROUS MEDIA, WHICH HAS BECOME THE PREFERRED CHOICE FOR INTERCHANGEABLE RETAIL GRAPHICS**

To use this great solution, start by creating a magnetic wall using **supamag®** self adhesive magnetic sheet, to receive layers of **digifilm®**. This can be on flat or curved surfaces. Alternatively, if a steel surface is present use **supamag®** double sided magnetic sheet to achieve the same result, without adhesive. Once the magnetic surface is in place, simply roll the printed **digifilm®** onto the magnetic surface. Add additional layers of **digifilm®** to display new images or add promotional messages as and when required

### THE BENEFITS OF digifilm®:

- Options for UV, Eco-Solvent, Screen, Latex
  - Up to 1600mm wide
  - Light and flexible for easy application
  - Suitable for flat and curved surfaces
  - Quick and simple to install and update
  - No downtime or specialist installers required, easy for in-store staff to apply
  - Add additional layers as required
  - Low memory for easy application following storage or transportation
  - Held in place indefinitely by magnetic attraction
  - Suitable for roll to roll and flat bed printing
  - CLASS A Fire rating under the NFPA Life Safety Code\*
  - REACH compliant
- \*Fire certificates not available for all variants

To ensure compliance with environmental policies the range contains variants that can be recycled should the need arise.

**digifilm®** can be rolled for storage or transportation and thanks to the low memory of the media can still be easily applied and manipulated during application.



# SPECIFICATION

# digifilm®

## WIDE FORMAT FERROUS MEDIA

Available with a PP, PET surface or Textile. All variants are compatible with UV, Solvent, Eco-Solvent and Latex inks. Supplied in rolls, or can produce sheeted pieces for flatbed printing



Finish	Total Thickness (mm)	Roll Width (mm)	Roll Length (m)	Printability
White Satin PET	0.18	1270	50	LX/ES/SC/UV
	0.18	1372	50	LX/ES/SC/UV
	0.18	1600	50	LX/ES/SC/UV
White Matt PP	0.26	1270	50	LX/ES/SC/UV
	0.26	1372	50	LX/ES/SC/UV
	0.26	1524	50	LX/ES/SC/UV

digifilm® FLEXIBLE TO SUIT ANY APPLICATION



# supamag<sup>®</sup>

## SUPERIOR MAGNETIC SHEET

**WORKING DIRECTLY WITH IN-STORE STEEL OR SUPAFERRO FLEXIBLE IRON MEDIA, SUPAMAG MAGNETIC SHEET RANGE CREATES STUNNING DISPLAYS AND GRAPHICS IN VARIOUS SIZES**

The flexible nature of supamag transfers to its applications; due to its versatility supamag can be used to produce both small and large format graphic displays, signage and promotional magnets by working directly onto ferrous surfaces such as steel. If no ferrous surface is available **supaferro<sup>®</sup>** Flexible Iron Media will create the suitable surface to accept magnetic sheet.

The supamag range has options for printing UV; Eco-Solvent, Latex; Screen and Digital, available in rolls or sheets, we will sheet to your specific size. Printable surfaces include White Matt and White Gloss vinyl, PET and paper. Also in the range, are plain magnetic sheet and also a choice of adhesive backed magnetic sheet, enabling you to bond to various surfaces.

### THE BENEFITS OF **supamag<sup>®</sup>**:

- The highest performing magnetic sheet in Europe
- Options: plain, self-adhesive, white matt or gloss
- Use double sided magnet (magnetic both sides) with **digifilm<sup>®</sup>** to create multi layered graphics
- Suitable for flat & curved surfaces
- Easily changed, cost effective media
- Works perfectly with in-store steel
- Universally printable: UV, Solvent (Eco), Latex and Screen, Digital (Indigo)
- PVC & PET vinyls and paper options

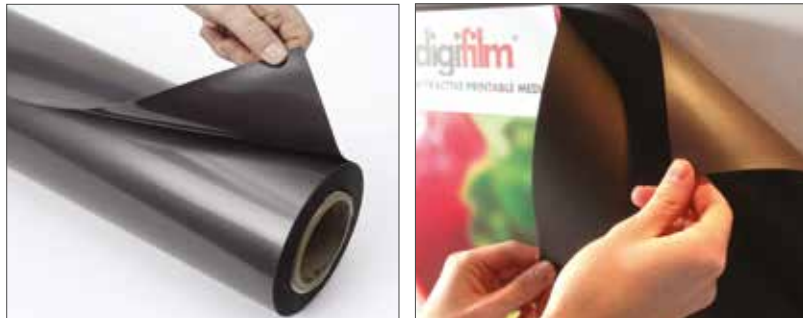


# SPECIFICATION



## PLAIN MAGNETIC SHEET

supamag® plain magnetic sheet is available as either isotropic or anisotropic depending on the intended application and whether strength or flexibility is most important. Plain magnetic sheet is the base material for all of the other variations we offer



## SLIT MAGNETIC SHEET

Our in-house laminating department can apply your choice of vinyl or adhesive to any of our plain magnetic sheet. We can then slit this to your choice of width and length (subject to an MOQ)



## Plain Isotropic

Finish	Total Thickness (mm)	Roll Width (mm)	Pull force (g/cm <sup>2</sup> )	Roll Length (m)
Plain	0.40	620	≥17	60
	0.50	620	≥42	60
	0.50	1015	≥42	20
	0.50	1210	≥42	20
	0.50	1260	≥42	10
	0.75	620	≥52	30
Plain Double sided	0.75	1000	≥25per side	15
Plain	0.75	1015	≥52	15
	0.75	1260	≥52	10
	1.00	620	≥45	30
	1.50	620	≥66	15

**N.B.** All the above can be supplied with either a white gloss/matt/coloured PVC or an adhesive of your choice. Available as roll or sheet

## Plain Anisotropic

Finish	Total Thickness (mm)	Roll Width (mm)	Pull force (g/cm <sup>2</sup> )	Roll Length (m)
Plain	0.75	620	≥73	30
	1.50	620	≥87	15
	2.00	620	≥103	10

**N.B.** All the above can be supplied with either a white gloss/matt/coloured PVC or an adhesive of your choice

\*with a thin steel backing this figure increases by 30%

# SPECIFICATION

## SELF-ADHESIVE FLEXIBLE MAGNETIC SHEET

We laminate a range of adhesives to magnetic sheet to facilitate bonding to a wide variety of surfaces and medias, allowing the creation of a magnetic surface or promotional material. If bonded to a surface or media the magnetic face can be used to create rapid change, multi-layer retail graphics in conjunction with **digifilm®** and graphical or information displays when used with **supaferro®** ferro sheet.

Alternatively to create magnetic promotional material a printed media can be bonded to the adhesive face.



## Plain Self Adhesive

Finish	Total Thickness (mm)	Roll Width (mm)	Pull force (g/cm <sup>2</sup> )	Roll Length (m)
Self Adhesive	0.50	620	≥17	60
	0.60	620**	≥42	30
	0.60	1000	≥42	20
	0.60	1260	≥42	20
	0.85	620**	≥52	30
	0.85	1000	≥52	10
	0.85	1260	≥52	10

## WHITE GLOSS FLEXIBLE MAGNETIC SHEET

White gloss faced **supamag®** is a printable flexible magnetic sheet which is ideal for creating retail graphics when used in conjunction with in-store steel surfaces, or alternatively vehicle signage.



## White Gloss

Finish	Total Thickness (mm)	Roll Width (mm)	Pull force (g/cm <sup>2</sup> )	Roll Length (m)	Printability
White Gloss	0.40	1200	≥10	20	ES/SC/UV
	0.50	1260	≥29	20	ES/SC/UV
	0.60	620	≥42	30	ES/SC/UV
	0.60	1000	≥42	15	ES/SC/UV
High White Gloss	0.85	620	≥52	10	ES/SC/UV
White Gloss	0.85	620	≥52	10	ES/SC/UV
	0.85	620	≥52	15	ES/SC/UV
	0.85	620	≥52	30	ES/SC/UV
	0.85	1000	≥52	10	ES/SC/UV
	0.85	1200	≥52	10	ES/SC/UV



## WHITE MATT MAGNETIC SHEET

White matt faced **supamag**<sup>®</sup> is a printable flexible magnetic sheet, which is ideal for creating retail graphics when used in conjunction with in-store steel surfaces, or alternatively vehicle signage. High dyne level vinyl and PET surfaces create stunning graphics



## White Matt

Finish	Total Thickness (mm)	Roll Width (mm)	Pull force (g/cm <sup>2</sup> )	Roll Length (m)	Printability
White Matt	0.40	1000	≥17	20	ES/SC/UV
	0.40	1000	≥17	50	ES/SC/UV
	0.40	1200	≥17	20	ES/SC/UV
	0.40	1524	≥17	20	ES/SC/UV
	0.50	1270	≥29	30	ES/SC/UV
	0.60	620	≥42	30	ES/SC/UV
	0.60	1000	≥42	15	ES/SC/UV
	0.60	1020	≥42	20	ES/SC/UV
	0.60	1260	≥42	20	ES/SC/UV
	0.85	620	≥52	10	LX/ES/SC/UV
	0.85	620	≥52	15	LX/ES/SC/UV
	0.85	620	≥52	30	LX/ES/SC/UV
	0.85	1000	≥52	10	LX/ES/SC/UV
	0.85	1200	≥52	10	LX/ES/SC/UV
White Matt PET	0.30	1270	≥10	30	LX/ES/SC/UV
	0.40	1200	≥30	30	LX/ES/SC/UV
White Matt	0.60	1000	≥42	20	LX/ES/SC/UV
	0.60	1200	≥42	20	LX/ES/SC/UV

**supamag**<sup>®</sup> **DIGITAL**: with paper surface for toner and digital printing



## Plain

Finish	Total Thickness (mm)	Sheet Size (mm)	Pull force (g/cm <sup>2</sup> )	Printability
White Paper	0.36	460 x 320	≥6	Indigo/Digital



# supaferro®

## FLEXIBLE IRON MEDIA

**A RANGE OF MAGNETICALLY RECEPTIVE FLEXIBLE IRON SHEET MADE FROM THE HIGHEST QUALITY FERROUS MATERIAL, BOUND WITH SYNTHETIC RUBBER FOR MAXIMUM FLEXIBLE PERFORMANCE.**

Durable and tactile the superb magnetic receptiveness of supaferro works in partnership with **supamag®** magnetic sheet to create changeable displays or signage. This is achieved by **supaferro®** forming either the base layer to receive printed magnetic graphics or by supaferro being the printed layer working with a magnetic base.

**supaferro®** range includes both Dry Wipe options to create traditional dry wipe notice boards, or Black Chalkboard vinyl to create café or retro office surfaces. Both options will accept magnetic sheet or marker magnets to enhance their use.

### THE BENEFITS OF **supaferro®**:

- Made from the highest quality ferrite material
- Available as plain, self-adhesive, white matt, white gloss, coloured, dry wipe and black chalkboard
- Product dependant, **supaferro®** can be UV, Screen or Eco-solvent printed.
- Use in conjunction with magnetic sheet to create graphics displays, signage or whiteboard surfaces and cafe menus
- Apply to flat or curved surfaces
- Cost effective media that can be quickly replaced



# PRODUCT OPTIONS:

# supaferro®

## PLAIN FERRO SHEET:

Available in two thicknesses, 0.4mm and 0.6mm. Your choice will be determined by the level of magnetic reception you require, with 0.6mm offering an enhanced level of reception due it's higher iron content.



Finish	Total Thickness (mm)	Roll Width (mm)	Pull force (g/cm <sup>2</sup> )	Roll Length (m)	Printability
Plain	0.40	620	N/A	30	N/A
Plain	0.60	620	N/A	30	N/A
Standard Adhesive	0.50	1015	N/A	20	N/A
Standard Adhesive	0.50	1250	N/A	20	N/A
White Matt	0.50	1260	N/A	20	ES/SC/UV
White Matt/Adhesive	0.60	1250	N/A	20	ES/SC/UV
Dry Wipe	0.50	1250	N/A	20	UV
Dry Wipe/Adhesive	0.60	1250	N/A	20	UV
Chalkboard	0.55	1200	N/A	20	UV
Chalkboard/Adhesive	0.65	1200	N/A	20	UV

**N.B.** \*All products variations can be provided in sheet form. Plain options can be supplied with a choice of vinyl or adhesive.

## SELF-ADHESIVE:

We offer options of adhesive applied to ferro sheet to allow bonding to different surfaces and media, which creates a surface to receive magnets.

Once bonded to a surface or media the receptive face can be used in conjunction with **supamag®** magnetic sheet to create graphic displays or signage.



## SURFACE VARIATIONS:



### WHITE MATT:

White matt faced **supaferro®** provides a universally printable flexible ferro sheet which is ideal for using in conjunction with **supamag®** magnetic sheet to create retail graphics or signage.



### DRY WIPE FERRO SHEET:

Used to create visual planning walls, spaces or boards that are magnetically receptive; use in conjunction with ferrite and neodymium magnets for an interactive planning surface that can be written on and also hold images, notes and plans.



### CHALKBOARD:

Chalkboard faced **supaferro®** is ideal for creating chalkboard areas or signage. For use with traditional or liquid chalks. Available with/without adhesive



### ACCESSORIES:

We have a large comprehensive range of magnetic markers and magnetic sheet which enhances your use of our **supaferro®** range



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