

## Technical Data Sheet

### FLEXIBLE MAGNETIC SHEETS

<b>STOCK CODE</b>	P12MR												
<b>PRODUCT INFORMATION</b>	Flexible Magnetic Sheeting with Matt white PVC Film <b>STANDARD THICKNESS:</b> 0.5mm, 0.7mm ( $\pm 0.03$ mm) <b>STANDARD WIDTH:</b> 610mm (+3mm/-0) <b>STANDARD LENGTH:</b> 30m (+0.5m/-0)												
<b>MAGNETIC POLE WIDTH AND MAGNETIC PULL</b>	Magnetic Thickness	Magnetic Pole width	Magnetic Pull										
	0.5mm	2.0mm	$\geq 25$ g/cm <sup>2</sup>										
	0.7mm	2.0mm	$\geq 34$ g/cm <sup>2</sup>										
<b>PHYSICAL PROPERTIES</b>	<b>Flexibility:</b> can be wrapped around a rod with a 12mm radius at 20°C without cracking <b>Cutting:</b> Scissors cutting, knife-cutting, die-cutting, and slitting can be done with ease.												
<b>TEMPERATURE RESISTANCE</b>	End-use temperature range: -20°C/ +50°C Short term resistance: 65°C												
<b>BACKCOATING</b>	The magnetic sheeting has a UV hardened coating on the magnetic side.												
<b>PVC FILM</b>	Outdoor Applications: Seldenrod understands that this PVC film can be used for outdoor application but we hereby give no guarantee to its durability. Exposure to severe humidity, ultra-violet light or conditions found in tropical, subtropical or desert regions will often cause a rapid deterioration.												
<b>PRINTABILITY</b>	<table border="1"> <tr> <td>Screen printing: Solvent - based inks</td> <td>Yes</td> </tr> <tr> <td>Screen Printing: UV Cured inks</td> <td>Yes</td> </tr> <tr> <td>Conventional Offset Printing: Solvent - based inks</td> <td>Yes</td> </tr> <tr> <td>Large format diital printing: Solvent - based inks</td> <td>Yes</td> </tr> <tr> <td>Large format Digital Printing: UV Inks</td> <td>not guaranteed</td> </tr> </table>			Screen printing: Solvent - based inks	Yes	Screen Printing: UV Cured inks	Yes	Conventional Offset Printing: Solvent - based inks	Yes	Large format diital printing: Solvent - based inks	Yes	Large format Digital Printing: UV Inks	not guaranteed
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**Notes:**

1. Thickness refers to magnetic thickness, PVC thickness is 0.1mm.
2. The surface of the PVC film has dyne level of 34 only. UV inks requiring the substrate to have a dyne level above 34 will not be printable on this surface.
3. Users should do preliminary tests to confirm printability before production. Printing problems may occur on certain machines due to ink problems or other technical problems not to our knowledge.

**IMPORTANT NOTICE**

Published information regarding Seldenrod products are based upon research and information which the Company believes to be reliable although such information does not constitute such a warrantee. Because of the variety of uses of Seldenrod 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 not for incidental or consequential damages. All specifications are subject to change without prior notice.

\*The following technical details are issued to the best of our knowledge, however, without any responsibility for results due to several different kinds of material and application processes. Therefore, we highly recommend that before every usage a test should be conducted on the original material.

**Note:** All above information shall only be used as a guide; buyer shall independently test and determine product suitability. All technical data is subject to change without prior notice.