



*You make signs. We make sign solutions to increase your business and profits.*

Rochester Magnet will work with you to understand your specific challenge, brainstorm ideas and collaborate on providing a custom, unique solution. We have a wide range of products enabling you to create a variety of solutions specific to your customer requirements. Our internal converting capability also provides you with a unique resource for creating custom configurations, products and solutions.

## Flexible Magnet Sheets & Rolls

Printing on magnets is much like printing on other media with additional benefits of:

- Durability** - magnetic media is thicker and heavier than paper products and can withstand a wider range of weather conditions without special treatment
- Simplicity** - magnetic signs are easily replaced or exchanged for message flexibility

Product is available in pre-cut sheets or rolls with a maximum width of 24(in) and maximum length of 100(ft). Let us help you select the right media for your project and printer.



## Flexible Magnet Strip & Tape

Rochester Magnet has in-house capabilities to convert to your specifications. Strip and tape is useful in a variety of applications.

**Typical uses include:**

- + Sign holders
- + Warehouse labels
- + Shelf labels
- + Literature racks
- + Labeling/signs



## Receptive Materials

Use Rochester Magnet Rubber Steel when a magnetic receptive surface is required.

Easy to use and comes with a variety of laminates including vinyls in standard colors and adhesives for indoor and outdoor uses.

- + Message boards
- + Menu boards
- + Surface mount signs
- + Floor signs

## Holding Devices

When mounting and securing signs, we have a large inventory of hard magnets and assemblies for custom holding applications such as POP displays, sign and banner mounts.



**Neodymium » The World's Most Powerful Magnet**

- + Small and powerful
- + Available in round and rectangular shapes
- + Often used as a closure and easily hidden
- + Perfect sign accessory holder or mount



**Round Base**

- + Several sizes with multiple fasteners choices
- + Excellent assembly aide
- + Holding power multiplied by the design
- + Available with an integral hook for hanging signs



**Channel & Sandwich**

- + Metal plates multiply holding force up to 32x
- + Often used to secure signs or as latch
- + Available in a variety of stock sizes and shapes
- + Custom sizes, shapes and configurations available



**Flexible Solutions.  
Positive Results.**



**ROCHESTER  
MAGNET**

*Flexible Solutions. Positive Results.*

## Outdoor Signage

Magnets provide a way to replace the message simply and easily for a variable message format with moderate frequency; a practical and considerably less expensive alternative to digital signage.

- + *Vehicle graphics*
- + *Retail store specials*
- + *Window displays - Call to action*



## Labeling

Using magnetic products to identify products, locations, and devices encourages customers to return with requirements for new printed material and supplies.

- + *Warehouse organization*
- + *Retail point of purchase*
- + *Retail directories/location identification*
- + *Attendance boards*
- + *Rack labels*



## Menu Boards

Restaurants are only one example of the potential use for menu boards. Opportunities exist in other personal service industries like hair salons and spas, DIY craft stores and retail locations with changing specials.



- + *Wipe On - Wipe Off Dry Erase*
- + *Holding Printed Material on Dry Erase Surface*
- + *Changeable Printed Material Holder/Frame*
- + *Matte White Printable*

## Internal Signs/Notifications



Magnets provide you with a simple, inexpensive and elegant solution to replace signs on a regular frequency. They can be incorporated into the sign and frame for holding or the message can be printed onto magnetic material.

- + *Banner stands*
- + *Regulatory notifications*
- + *Disposable sign holders*
- + *Photography/art gallery*

» *Give us a call to see how our Flexible Solutions can produce Positive Results for you and your business.*

