



Corporate Dossier



Magnetic Wall Solutions

• Point of Sale Solutions

Create a Point of Sale environment which can be changed in store quickly and effortlessly. Combining our magnetic properties with our high quality wide format print media to provide **a winning solution.**

• Working Solutions

Our Promagnetic Paint lets you create an interactive surface on almost all internal walls, be it at the office or school or even at home!!

Let your imagination run free.

• Interior Design Solutions

Create an your own personal "Magnetic Wall", we have solutions for picture walls, white boards and chalkboards can be added all without fixings.

The perfect platform to create.

Magnetic Wall Products

Magnetic Wall *classic*

Goodbye to the pins!

Do it yourself. Magnetic Wall classic is the most practical and easy version. Two steps and your dynamic wall will be ready. **Goodbye to the pins!**

With two easy steps our ingenious Magnetic Wall can be used for a wide range of easy-to-change graphic application.



Magnetic Wall *classic*

Magnetic Wall *pro*

Renew your image professionally

Magnetic Wall pro allows you to convert any wall into advertising. The season changes, your wall changes!!! **Renew your image professionally.**

Magnetic Wall enables the complete transformation of any setting, it can be a retail store, a coffee shop, or even your own sitting room. Our complete graphic system provides designers a huge potential for branding and marketing campaigns.



Magnetic Wall *pro advance*



Magnetic Wall *pro premium*



Magnetic Wall classic

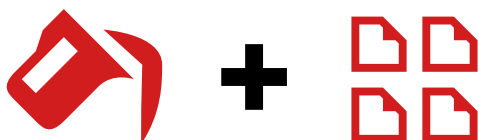


Magnetic Wall classic

Do it yourself. Magnetic Wall classic is the most practical and easy version. Two steps and your dynamic wall will be ready. Goodbye to the pins!

This is our most simple and straightforward method to use the Magnetic Wall application. With two easy steps our ingenious Magnetic Wall can be used for a wide range of easy-to-change graphic application.

No more Nails...or pins or blu-tac or sticky tape!



Magnetic Wall classic



Promagnetic Paint
A revolution for homes, offices, businesses and schools

Magnetic Wall enables the complete transformation of any setting, it can be a retail store, a coffee shop, or even your own sitting room. Our complete graphic system provides designers a huge potential for branding and marketing campaigns.

Installation and fitting of conventional wallcoverings require high costs and a long installation time. They need to be carried out by expert fitters, not only in a first installation but also in every changed needed, season, promotion.... Conventional types of visual displays are relatively bulky and expensive to ship and once delivered they are time consuming to install and need specially trained staff. These graphics are not re-usable so the process has to be done for every season or campaign change.

Magnetic Wall system is fairly simple to install initially, and it is virtually effortless for employees to refresh the graphics in stores as often as needed without requiring any special training or equipment. Promosteel is a very light material, so shipments to destination are very cheap, installation is costless so the effort and time to change graphics is reduced to a minimum. Quality of the prints has improved substantially with new developed materials, large formats, compatibilities with printers... like the DYE Promosteel.

Up to now, a magnet was only applied to a steel base, with Magnetic Wall the magnetic and magnetic receptive materials can be applied to virtually any surface.

Retailers are constantly competing with each other to display stunning, photo-quality graphics and create the sense of a dynamic in-store experience for shoppers. It is also important for materials and installation to be cost-effective and easy to install and update, Magnetic Wall offers benefits for both printers and in store marketers in terms of graphic quality and applications.

GENERAL CHARACTERISTICS
Description

- Ferrous wall paint for interior use only.
- Attracts magnets.

Colour

- Dark grey

Spreading rate

- Approx. 2.5 m²/l on a primed surface.

Drying time at 23°C

- Dust-dry: After approx. 2 hours.
- Recoatable: After approx. 4-6 hours.

Surface preparation

- The surface must be clean, dry and free from oil, dust or grease. Make good any surface irregularities.

Magnetic Wall classic



Flexible Magnetic Sheet

Change the decor of your walls whenever you want

The combination of Promagnetic Paint and Flexible Magnetic Sheet gives new life to your walls. Flexible Magnetic Sheet is a printable magnetic material that can be easily placed on Promagnetic Painted walls in addition to steel walls. The material is durable and can be printed on a wide range of digital printers and is available in wide format up to 1270mm width.

The Promagnetic Paint provides a smooth magnetically receptive surface in one coat and can be easily overpainted with the colour of your choice. It is a water based paint so no strong odours when used indoors.

The Flexible Magnetic Sheet works almost like magic. Simply take the printed Magnetic Sheets and place them in position against the painted wall and they will stay in place until you choose to move them. These graphics can be easily changed by the Instore graphics team so no need for expensive outside contractors.

GENERAL CHARACTERISTICS

Description

- Flexible material permanently magnetised.
- Can be drilled, cut with scissors, knife or die-cut.
- Can be directly digitally printed.
- Available in matte and gloss white.
- Wide format available up to 1270mm
- This product contains no lead.

Colour

- The printing of material can be in any color
- Available in matte and glossy back coating

Spreading rate

- After using Promagnetic Paint, simply place

Magnetic Wall pro *premium*



Magnetic Wall *pro*

premium

Magnetic Wall pro allows you to convert any wall into advertising. The season changes, your wall changes!!!

Renew your image professionally!!!



Magnetic Wall pro premium




Promagnetic Paint

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DSM (Double Sided Magnet)

Promagnetic Double Sided Magnet

This is a specially engineered flexible magnetic which is magnetic on both faces, this allows it to attract to the ferrous wall and also provide a perfect base for the PromoSteel to attach to. Supplied plain brown each side.

GENERAL CHARACTERISTICS

Product

- Promagnetic DSM 620-2-10
- Promagnetic DSM 620-0.5-30

Dimension

- 620mm x 2mm x 10m
- 620mm x 0.5mm x 30m
- 620mm x 0.7mm x 30m

Application

- Ideal for rough walls, will mask any imperfections.
- Lightweight option suitable for applying direct to steel walls.
- Superior holding force ideal for use with the Promagnetic Paint.

Magnetic Wall pro *premium*

PromoSteel
PromoSteel is a wide format digitally printable PET material with an iron/ferrous coating

PromoSteel is a wide format digitally printable PET material with an iron/ferrous coating. It can be printed on a wide range of printers and ink delivery systems – see appendix for details.

Ideal for Instore retail displays, the PromoSteel is lightweight and after printing it can be rolled and distributed by post to stores/franchises. In store staff can be used to change the displays so saving time and cost. It is supplied with a white matte surface.

The PromoSteel requires a magnetic base applied to the wall which can be temporary or permanent and once this base is installed the PromoSteel can be changed very quickly. Because the material is so light weight and thin then it is easy to transport and install. Another feature of this system is that extra layers can be added, for special offers for example.

GENERAL CHARACTERISTICS
Product

- PromoSteel SOL 1270-50
- PromoSteel SOL 1370-50
- PromoSteel DYE 1270-50
- PromoSteel DYE 1020-50

Dimension

- 1270mm x 0.19mm x 50m
- 1370mm x 0.19mm x 50m
- 1270mm x 0.19mm x 50m
- 1020mm x 0.19mm x 50m

Application

- Our standard width, suitable for Solvent, Eco Solvent and UV printers (see appendix for details).
- Wider material can give a better yield for certain applications.
- Use with dye inks for best results

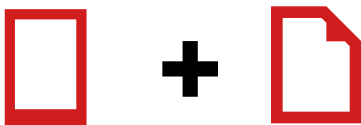
Magnetic Wall pro *advance*

Magnetic Wall *PVO*

advance

The spaces should be used with versatility, a wall can become the best tool for exchanging information.

Magnetic Wall changes the passivity of a wall in a great mobility!!!





Adhesive backed flexible magnet

This is a standard isotropic flexible magnet with standard adhesive.

The adhesive is a standard acrylic adhesive suitable for indoor use. This is the lowest cost and perfect for permanent applications.

GENERAL CHARACTERISTICS

Product

- Promagnetic SAM 620-0.75-30
- Promagnetic SAM 1200-0.75-10

Dimension

- 620mm x 0.75mm x 30m
- 1200mm x 0.75mm x 10m

Application

- Ideal for use with board materials to provide a perfect base for the PromoSteel to attach to.
- A wider material with less joints required.

Please note that in addition to supplying as rolls we also offer a bespoke cutting service, feel free to enquire if you have a specific size.



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Applications

Paintings, photographs, posters, photocalls, small and large print format

Our Magnetic Wall System can be used to transform your walls into an active useful space.

There are a huge range of applications areas, from point of sale to office planning boards to interior design wall murals to restaurant menus.

Use anywhere for an easy to use, fast change and flexible graphic replacement system.

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Applications examples

- **Store advertising**
- **Bespoke Displays**
- **Store Point of Sale**
- **Point of Sale Posters**
- **Signs**
- **Exhibitions stands**
- **Wall decoration**
- **Planning boards**
- **Flexible Dry wipe Boards**
- **Ideas Walls**





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