



Economical & Flexible

Innovation in packaging design continues to create sleek designs using new materials. Magnets play a key role in delivering reliable closures that work time after time. Incorporating disk and block neodymium magnets into the packaging; unique solutions can be delivered, delighting the customer and their end user alike. Packaging Designers, Manufacturers, and Marketing Agencies have unanimously adopted magnets as their closure of choice.

Neodymium (*rare earth*) magnetic closures add a high end feel while providing a solution that is simple to integrate, easy to open and close, reliable, predictable, performance without wear.

Rochester Magnet has partnered on projects incorporating magnets such as:

- + *Specialty marketing materials*
- + *High-end owner's manuals*
- + *CD, DVD, other electronic packaging*
- + *Handbags*
- + *Gift Sets*
- + *Personal products and cosmetics*

Whether clearly visible or completely hidden from view, magnets offer near limitless potential for creating convenient, durable and re-useable high-end packaging that carry a company's brand far beyond the initial product purchase.



– Neodymium Disks & Adhesive Steel Mate



– Neodymium Magnetic Closure



– Neodymium Magnetic Closure Detail

Flexible Solutions. Positive Results.



ROCHESTER MAGNET

Flexible Solutions. Positive Results.

One size does not fit all. Thousands of customers look to Rochester Magnet as a partner to help develop the correct solution for the application. We deliver the finest quality product, on-time, with attentive customer service from sample and first article through completed product to support after the sale. It is what our reputation is built on! The referrals we receive everyday from our customers confirms it. **Bring us your challenge... we've got the solution.**

The Power of Neodymium









Neodymium (*Neo*) magnets are strong, compact magnetic material, available with and without adhesive backing. Neo magnets are nickel coated to protect against corrosion and provide maximum operating temperatures of 176°F – for standard magnets. Higher temperature resistance is possible with custom magnets. Neo magnets are typically magnetized conventionally through the thickness. Achievement of perfect alignment in magnet-to-magnet applications requires

facing opposite poles. We simplify this by providing matching magnets with adhesive on the north side of one and the south side of the other magnet. Simply remove the cover paper and press the magnet onto the desired surfaces.



Ready to Ship Neo

Available with or without adhesive backing - additional technical data available upon request. *Please call for custom sizes.*

Diameter	Thickness	Grade	Pull Force
.375" 	.030" 	N35	0.71 lbs
	.060" 	N35	1.68 lbs
	.125" 	N35	3.68 lbs
.500" 	.030" 	N35	0.96 lbs
	.060" 	N35	2.45 lbs
	.125" 	N35	5.37 lbs

Creative Closure Concepts

Creative Closure Concepts is a collaborative process developed to streamline and optimize the design and implementation of a Package Closure. We work with designers to understand the project specifications and design aesthetics

to optimize price and performance. We start by understanding the closure retention force which determines whether two magnets or one magnet with a steel disc or strike plate are used. Other factors such as the Air Gap (*the space between the magnets or steel receptive piece*) effect pull force and performance. Call us to help you design and test the right solution for you.



The Rochester Magnet Difference

A leading converter of flexible magnetic materials and assemblies; Rochester Magnet is the source for ALL of your magnetic requirements. From short run quantities to large scale production, our focus is on understanding our customers' needs and delivering quality products on-time at an economical cost. This dedication to customer service, quality, and prompt delivery is what sets us apart.

From concept to final production, our technical team provides the resources you need to solve your magnetic challenges and make your product a success. Our quality and comprehensive service provides value unmatched in the magnet industry.

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

