

RubberSteel® Magnetic Receptive Material

**Flexible Sheet that
Magnets Stick to**



Imagine the Possibilities

Rochester Magnets offers innovative RubberSteel® magnetic receptive material that holds magnets like steel, yet is safer to use, easier to apply and more economical.

Multiple Uses and Features

RubberSteel® is:

- Magnetic Receptive — unlike magnet-to-magnet attraction, pole alignment is not a problem
- Flexible — lays flat, wraps around curved surfaces, won't crease
- Easy to Use — stamp, score, drill or punch; hand cut with knife or scissors
- Easy to Label (with laminates) — screen print, pad stamp or hand letter; write on/wipe off with dry erase markers
- Easy to Apply — no sharp edges; adhesive backing attaches easily to metal, wood, plastic, Formica smooth concrete and plaster, cardboard and more
- Rustproof
- Durable, long-lasting and easy to store

Available in a Variety of Configurations

Choose from:

- Plain, Uncoated
- Adhesive back
- Printable vinyl front (matte white standard)
- Write-on/Wipe-off front
- Available in standard as well as custom thicknesses in sheets up to 24.375" (619.1 mm) wide



★ Quality Made
in the USA ★



**ROCHESTER
MAGNET**

Flexible Solutions. Positive Results.

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Features and Applications

Creative Ways to Use RubberSteel®

- P.O.P. Displays
- Message Boards
- Teaching Aids
- Arts and Crafts
- Decorative Magnets
- Toys and Games
- Portraits
- Posters
- Temporary Signage
- ...and much more

Places to Use RubberSteel®

- P.O.P. Displays
- Retail Stores
- Restaurants
- Classrooms
- Offices
- Factories
- Churches
- Trade Shows
- ...and much more

Combine RubberSteel® with DigiMag® Magnetic Printable Material ... Put your magnetic creations on any non-metallic surface.

Specifications Product

Overall Product Thickness

Plain	0.025" (.63 mm)
Indoor adhesive with liner	0.030" (.76 mm)
White matte vinyl	0.029" (.73 mm)
Write on/wipe off film	0.030" (.76 mm)

Other thicknesses may be special ordered.

Sheets: Available up to 24.375" (619.1 mm) wide in plain, single- or double-laminate.

Rolls: Available up to 24.375" (619.1 mm) wide in plain or single-laminate material only and lengths ranging from 10 ft. (3.05 m) to 100 ft. (30.48 m). Double-laminate material is available in cut blanks only.

Tolerances:

Widths: +/- .03" (.79 mm); Lengths: +/- .06" (1.59 mm) or +/- 1% whichever is greater; Thickness +/- .002" (.05 mm)

Versatility

As pliable and adaptable as flexible magnetic sheeting, RubberSteel® material is ideal for holding magnetic sheet, strip, custom profiles or hard magnets on either flat or curved surfaces.

And because it's lightweight, RubberSteel® material is perfect for school, home or office.

Lamination

Rochester Magnet offers a wide variety of laminates, including:

- Vinyl in a variety of standard colors
- Custom-formulated top coatings to assure ink adhesion in highstress situations
- Rubber and acrylic adhesives for indoor, outdoor and premium pressure-sensitive applications

Shipping and Packaging

We'll ship RubberSteel® and/or flexible magnetic material almost any way you want it — in bulk on pallets or cut blanks in boxes for easy handling. Some materials can be rolled.

Our Promise to Customer Service

We pride ourselves on unparalleled customer service — not just lip service. We offer genuine, customer-oriented solutions that beat the competition.



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