



# VISUAL MAGNETICS GRAPHIC SYSTEM<sup>®</sup>

## VM-InvisiLock<sup>®</sup>-30HP

Visual Magnetics<sup>®</sup> InvisiLock<sup>®</sup> custom engineered magnet is designed specifically for use with the Visual Magnetics Graphic System. VM-InvisiLock-30HP is an adhesive-backed flexible magnet, that can be applied to smooth interior fixture surfaces. The high-energy magnetic surface supports up to 4 MagnaMedia<sup>®</sup> layers allowing for special promotions or accents to be applied on top of a base graphic. VM InvisiLock-30HP includes Surface Protect<sup>™</sup>, a white, scuff-protective layer, which safeguards graphics from marring when applying multiple layers.

InvisiLock<sup>®</sup>

Attract



### Features and Benefits

- Surface Protect: white, scuff-protective layer.
- Adhesive-backed InvisiLock magnet.
- High-energy magnet supports up to 4 MagnaMedia layers.
- Proprietary polarity allows InvisiLock fixtures to lock in place.
- Flexible rolls for application to concave and convex surfaces.
- Excellent lay flat.
- Easy to cut and trim with a utility knife or scissors.
- Magnet engineered to low gauss level for safety.

### Physical Data

<b>Total Caliper*</b>	30-mil / 762 Micron
<b>Opacity</b>	100%
<b>Gauss @ 0.25" gap</b>	<1
<b>Adhesive Peel Adhesion</b>	8# / in
Stainless Steel – 30 min.	
<b>Adhesive Tensile Strength (MD/CD)</b>	10# / in
<b>Adhesive Elongation (MD/CD)</b>	100 / 90%

### Application Information

- Adhesive-backed magnet does not require ActiveWall<sup>®</sup> primer.
- Use with any MagnaMedia product.
- Best for indoor fixture applications.
- Do not roll this material to less than 4" diameter, as adhesive wrinkling may result.

### Chemical Resistance

Resistant to water, detergent and alcohol. Not recommended for use in contact with aliphatic or aromatic hydrocarbons.

### Shelf Life

Two years when stored at 75° F (24° C) and 50% relative humidity or less.

### Products / Sizes

PRODUCT NAME	PRODUCT DESCRIPTION	PRODUCT CODE	WIDTH AND LENGTH
<b>VM-InvisiLock-30HP</b>	30-mil, High-energy, Adhesive-backed with Surface Protect	VM30HP-24050	24.375 in x 50ft
		VM30HP-24010	24.375 in x 10ft

### Recyclability

**VM-InvisiLock-30HP** can be recycled using Visual Magnetics "Recycling Retired Graphics" program available for download at [www.visualmagnetics.com](http://www.visualmagnetics.com).

### Product Safety

InvisiLock magnet is a ferrite-based magnet and poses no health or safety issues. Unlike stronger, rare-earth neodymium permanent magnets, the multi-pole nature and lesser strength of ferrite magnets does not emit a strong magnetic field into the environment and therefore does not cause signal interference or damage with computerized equipment. At a gap of 0.25" or greater gauss readings are well below 1.0 and at 7 ft. the gauss level is "not recordable" using a Model 2010A Gauss Meter. Due to its low gauss emission, InvisiLock magnet is not recognized as a "magnetized material" per IATA (International Air Transportation Association) definition and therefore can be air shipped in bulk quantity.

Visual Magnetics does not warrant or guarantee that InvisiLock<sup>®</sup> magnet with adhesive will adhere successfully to any and all surfaces or that InvisiLock magnet will support any or all types of fixtures. InvisiLock adhesive backed products should always first be tested for compatibility and adhesive strength on the surface intended for application before beginning the final installation. Adhesives work best on smooth non-porous surfaces such as glass and stainless steel as compared to rough, porous surfaces and may be impacted by environmental conditions such as humidity and temperature. Visual Magnetics does not recommend application of its adhesive-backed InvisiLock products directly to drywall or painted drywall surfaces. For direct to drywall application, we recommend painting the wall surface with ActiveWall<sup>®</sup> primer before application of InvisiLock-30 HP magnet, which does not have adhesive. InvisiLock Magnet with Surface Protect<sup>™</sup> (white) is designed for applying dimensional objects to a MagnaMedia<sup>®</sup> graphic surface and should be used on the reverse side of the object being applied, not as a substitute for standard InvisiLock (black) magnet that MagnaMedia graphics are applied to. Visual Magnetics does not recommend InvisiLock magnet for magnetically attaching fixtures to walls or other surfaces in areas where the general public may accidentally cause the fixture to come free from the wall or surface where the fixture is attached. Liability of Visual Magnetics Limited Partnership is limited to the terms and conditions document that is available upon request.

\* Thickness listed is nominal.

Renew



**Visual Magnetics Limited Partnership**  
1 Emerson Street,  
Mendon, MA 01756  
P 508 381-2400 F 508 381-2401  
Toll Free 855 VISMAG4

**VisualMagnetics.com**  
[info@visualmagnetics.com](mailto:info@visualmagnetics.com)