



VISUAL MAGNETICS GRAPHIC SYSTEM®

VM-InvisiLock®-30SE

Visual Magnetism® InvisiLock® custom engineered magnet is designed specifically for use with the Visual Magnetism Graphic System. VM-InvisiLock-30SE is an adhesive-backed flexible black magnet, that can be applied to smooth interior fixture surfaces. The standard-energy surface supports up to 3 MagnaMedia® layers allowing for special promotions or accents to be applied on top of a base graphic.

InvisiLock®

Attract



Features and Benefits

- Adhesive-backed InvisiLock magnet.
- Standard-energy magnet supports up to 3 MagnaMedia layers.
- Excellent lay flat.
- Proprietary polarity allows InvisiLock fixtures to lock in place.
- Flexible rolls for application to concave and convex surfaces.
- Easy to cut and trim with a utility knife or scissors.
- Magnet engineered to low gauss level for safety.

Physical Data

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

Application Information

- Adhesive-backed magnet does not require ActiveWall® 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
VM-InvisiLock-30SE	30-mil, Standard-energy,	VM30SE-24050	24.375 in x 50 ft
	Adhesive-backed	VM30SE-24010	24.375 in x 10 ft

Recyclability

VM-InvisiLock-30SE can be recycled using Visual Magnetism "Recycling Retired Graphics" program available for download at 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 Magnetism does not warrant or guarantee that InvisiLock® 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 Magnetism 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® primer before application of InvisiLock-30 SE magnet, which does not have adhesive. InvisiLock Magnet with Surface Protect™ (white) is designed for applying dimensional objects to a MagnaMedia® 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 Magnetism 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 Magnetism Limited Partnership is limited to the terms and conditions document that is available upon request.

* Thickness listed is nominal.

Renew



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

VisualMagnetism.com
info@visualmagnetism.com