

Technical Data Sheet

MagneCote

“The World’s Most Attractive Paper”, MagneCote is a premium coated paper with a proprietary magnetic layer to deliver a uniquely attractive product. It prints like paper and acts like a magnet.

	11 Pt	13 Pt	17Pt
Caliper	11.0	13.3	17.0
upper limit	11.6	12.8	16.9
lower limit	10.6	13.9	17.9
BS.Wt.			
gsm	620	688	903
# / rm (Cover)	419	502	659
Gauss	135	130	160
GE Brightness	87	90	90
75° Gloss	74	74	74
Opacity	99+	99+	99+
Color (blue/white)			
L*	93.48	94.51	94.94
a*	0.66	1.47	0.85
b*	-1.07	-2.74	-1.60

Compatibility and Best Practices:

- Since it is paper MagneCote can be printed on offset presses using standard inks, for more detailed print than conventional magnets.
- 11 pt. and 13 pt. are RIT qualified for Kodak NexPress (Using NexPress shield kit).

Applications and Characteristics:

- Can be scored, folded, die cut, perforated, foil stamped, glued and mailed.
- Lighter and less expensive than conventional magnets
- For use as calendars, coupons, business cards, reminders, restaurant promotions, delivery service phone numbers, sports and event schedules

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