GRAPHIC Marking Systems

Magnetic Film Series

- **Gerber AutoMag™ II** - Vehicle Strength Magnet
- **GerberMag™ II** – Promotional Grade Magnet

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DESCRIPTION

Gerber AutoMag II and GerberMag II have been custom formulated for use with the GERBER EDGE®, GERBER EDGE 2®, and GERBER EDGE FX™ thermal transfer printing systems, in conjunction with GerberColor™ Foils.

The special cast face film has been selected from to provide exceptional print performance and features a semi-gloss white surface that gives a smooth, long-lasting finish.

- Gerber AutoMag II is a 24-mil, flexible magnetic material that has 18 magnetic poles per inch for vehicle strength applications.
- GerberMag II is a 19-mil construction with 12 magnetic poles per inch for promotional grade applications.

INTENDED APPLICATIONS

Gerber magnetic films are intended for the production of magnetic decals, displays, point-of-purchase signage, ad specialty items, and all types of surface graphics to be applied to metal surfaces. These films can be used to produce reusable magnetic spray mask stencils also, and they can be decorated with vinyl letters and shapes. The user should determine the suitability of all substrates prior to application.

- In addition, Gerber AutoMag II is recommended for vehicle applications. GerberMag II is ideal for non-vehicle promotional items.

Gerber magnetic films are not intended for applications where petrochemical contact may occur. If petrochemical exposure is anticipated, refer to the section below on protecting graphics.

PERFORMANCE LIFE (UNPRINTED)

Gerber magnetic films have an expected exterior durability of up to five years when applied vertically. The magnetic strength is permanent and will not decrease over time.

Performance statements are based upon field experience and exposure tests conducted throughout the United States. Substrate selection, exposure angle, environmental conditions, and maintenance of markings will affect actual performance. Continuous exposure in regions that experience maximum sunny days will result in decreased performance. This product is not recommended for horizontal applications.

For performance expectations of printed graphics, please refer to the appropriate GerberColor product bulletin.

SHELF LIFE AND STORAGE

Gerber magnetic films can be stored for one year after purchase. Unused film should be stored vertically using original packaging material including end plugs and kept in a clean area free from excessive moisture and direct sunlight. Maintain temperature at less than 75°F (23°C) and ensure 75% RH.

Printed signs can be stored flat or wound on a minimum 3-inch diameter core print side out. If stored flat, do not place heavy objects on sign face. Do not store face to face unless a slip-sheet is used.

As with any magnet, Gerber magnetic films will likely erase discs or software with which they come into contact. These items should be kept at least one foot away from the magnetic films.

MAINTENANCE

Important: For vehicle (and many other applications) remove the sign weekly and wipe dry both the vehicle surface and the back of the sign. This keeps moisture from collecting which can damage a vehicle's finish. To wash the back of the sign, use warm water and a mild non-abrasive detergent. Remove sign after a snowfall or rain, wipe dry and reapply. Also, remove signs before pressure washing, especially in winter as most car washes use de-icing chemicals that could damage the sign face. To clean printed graphics, use a mild, non-abrasive soap with a soft cloth or sponge. Avoid using alcohol-based cleansers or soaps containing grit or abrasives. Automated vehicle washing systems that use rotary cleaning brushes should also be avoided.

PRINTING

The magnetic nature of this material may cause super-fine metal particles to attract to its surface. For optimal print results, Gerber magnetic films should be cleaned with distilled water on a lint-free cloth. Be certain that the material is completely dry before printing or cutting begins.

GerberColor Spot (GCS), GerberColor Process Pro™ CMYK (GCP), GerberColor Medal (GCM), and GerberColor Transparent (GCT) Series Foils can be used to print onto Gerber AutoMag II and GerberMag II.

Printing should only be done on the semi-gloss white side of the Gerber magnetic films.

Do not leave your machines unattended when running these materials. Due to their extreme weight, run lengths should be kept to six feet or less. Run lengths greater than six feet could cause the bail arms to lift and registration could be compromised. A tension roll holder should be used to feed the material through your output device.

Since this is a magnetic material, the faceplates on the EDGE® Series thermal transfer printing systems and any plotters should be covered with a non-magnetic material such as foam, plastic, etc.

Recommended working environment is as follows:

- Operating temperature: 50ºF to 95ºF / 10ºC to 35ºC
- Recommended temperature for assured printing accuracy: 68ºF to 78ºF / 20ºC to 26ºC
- Operating humidity: 20% to 90% relative humidity, non-condensing (maximum range; actual range varies by material used)

PROTECTING GRAPHICS

Gerber Technology offers products that are designed to protect vinyl and printed graphics.

Gerber Guard™ manufactured by 3M is a durable, dimensionally stable, glossy vinyl overlaminate. This film has a petrochemical-resistant construction and is intended to be used when markings may be exposed to petrochemical spillage and/or severe handling conditions.

Gerber UVGuard™ is a custom-formulated, 1-mil, clear, TEDLAR® polyvinyl fluoride (PVF) laminating film designed to further expand the resistance to weathering of printed graphics for up to five years.

Gerber UVGuard™ 9 manufactured by 3M is a 2-mil, glossy, clear, mildew-resistant, polyvinyl fluoride laminating film with a petrochemical-resistant adhesive system. It is designed to further expand the resistance to weathering of printed graphics up to nine years. Gerber UVGuard 9 has the highest protection from UV fade.

Gerber StrikeGuard™ is an 8.0-mil, clear, glossy overlaminate film designed for a variety of applications. This heavy-duty overlaminate film is ideal for the protection of graphics, up to two years, and is especially beneficial where printed graphics experience severe handling and forceful impact. Gerber StrikeGuard is not recommended in applications that require petrochemical protection or where additional UV or vandal resistance is desired.

Abrasion Guard™ SPF (Sign Protection Formula) is a clear, top-coat GerberColor Finishing Series (GCF) Foil designed for use with EDGE® Series thermal transfer printing systems, to protect graphics from moderate contact and exposure to harmful effects of UV rays. It has an expected performance life of up to five years (when printed by itself). When applied as a protective overprint on other GerberColor Foils, Abrasion Guard SPF will extend the life of the base color by up to 30%.

Matte Clear is a clear matte finish, top coat GerberColor Foil designed for use with EDGE® Series thermal transfer printing systems, to reduce glare and protect graphics from moderate contact or handling. It has an expected performance life of up to three years.

CUTTING

Gerber magnetic films can be cut on any Gerber 15-inch plotter and the Gerber ODYSSEY™. Plotters should be set to 50% speed. A 45° or 60° SuperSharp blade is recommended.

If using a plotter with a swivel blade, simple shapes can easily be cut. When cutting complicated shapes, the nature of the swivel blade and the thickness of the material will cause difficulty in maintaining an accurate and consistent cut depth.

For optimal results, a test cut should be performed with as little weight as possible and gradually increased until the vinyl layer is completely cut and the magnetic layer is lightly scored. Cut shapes can then be punched out with little difficulty once this has been achieved.

Using too much weight or attempting to cut the magnetic film too fast will cause it to bind in your plotter.

SUBSTRATE PREPARATION – VEHICLE APPLICATIONS

When using Gerber AutoMag II for vehicle applications, both the vehicle and the brown magnetic side of the sign should be clean, dry, and WAXED prior to application.

APPLICATION TECHNIQUES– VEHICLE APPLICATIONS

Let one edge of the sign contact the vehicle in the desired position. Then let the magnetic force do the work as it positions the sign in place from starting edge to opposite edge. If the sign is out of position, peel it off and repeat. Make sure the sign is smooth against the vehicle with no trapped air underneath. In winter, for conformability purposes, the temperature of the sign should be a minimum of 50°F, but the temperature of the vehicle surface matters little.

Some surfaces require special attention immediately after application. Surfaces such as wood grain paneling and metallic finishes should be checked on a weekly basis for the first 90 days. A heavy coat of wax on both the surface of where the sign is placed as well as on the back of the sign surface itself will help prevent damage from trapped water and road salts/chemicals. IF ANY DISCOLORATION OR HAZING IS DETECTED, DISCONTINUE USE IMMEDIATELY.

Gerber magnetic films will not stick to non-metallic vehicle bodies or components.

PHYSICAL PROPERTIES

Characteristic	Gerber AutoMag II	GerberMag II
Thickness	24 mils	19 mils
Film Color	Semi-gloss white	Semi-gloss white
Roll Weight	13 lb (6 kg)	13 lb (6 kg)
Magnetic Strength	18 poles per square inch	12 poles per square inch

RELATED LITERATURE

Refer to Product Bulletins of relevant foils and materials for product-specific handling, production, and finishing information.

CONTACT INFORMATION

Graphic Marking Systems • 800-232-8018 • www.shopGMS.com

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