

TITLE: Gerber AutoMag™ Vehicle Strength Magnetic

Category: EDGE READY™ Material

Gerber FastFact #: 5554

Supplied by: AfterMarkets

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Summary: Revised Product Bulletin

Underlined text indicates change from the previous document.

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DESCRIPTION

Gerber AutoMag is a 24 mil, flexible magnetic material with a matte white surface. Gerber AutoMag has 18 magnetic poles per inch and has been custom formulated for use with Gerber Digital Color Printing Systems, GerberColor™ Foils, and EDGE READY materials.

INTENDED APPLICATIONS

Gerber AutoMag is 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 vehicles or stationary metal surfaces. The user should determine the suitability of all substrates prior to application.

AutoMag can be used to produce reusable magnetic spray mask stencils and it can be decorated with vinyl letters and shapes.

AutoMag is 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 AutoMag has five-year exterior durability 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. Extreme temperature cycling over a short time may result in film cracking. 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 AutoMag can be stored for one year after purchase. 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" 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. Since AutoMag is permanently magnetic, you need not protect against magnetic destruction.

MAINTENANCE :

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 AutoMag should be cleaned with distilled water on a lint-free cloth. Be certain that the material is completely dry before printing or cutting begins.

As with any magnet, Gerber AutoMag will likely erase discs or software with which it comes into contact. These items should be kept at least one foot away from AutoMag.

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

Printing should only be done on the matte white side of Gerber AutoMag.

Do not leave your machines unattended when running this material. Due to its 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 an aggressive magnetic material, the faceplates on your Gerber Digital Color Printing System and your plotter should be covered with a non-metal material such as foam, plastic, etc.

PROTECTING GRAPHICS

Gerber Scientific Products, Inc. offers several products that are designed to protect vinyl and printed graphics.

Gerber Guard™ is a durable, dimensionally stable, glossy vinyl overlamine. This film has a petrochemical-resistant construction and is intended for use when markings may be exposed to petrochemical spillage and/or severe handling conditions.

Abrasion Guard™ is a clear, topcoat GerberColor Foil designed to protect graphics from moderate contact or handling.

Matte Clear is a matte topcoat GerberColor foil designed to reduce the gloss of printed graphics and protect graphics from moderate contact or handling.

CUTTING

Gerber AutoMag can be cut on any Gerber 15" 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 Gerber AutoMag too fast will cause it to bind in your plotter.

SUBSTRATE PREPARATION

Both the vehicle and the brown magnetic side of the sign should be clean, dry, and WAXED prior to application.

APPLICATION TECHNIQUES

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 smoothly against the vehicle with no trapped air underneath. In winter, for conformability purposes, the temperature of the sign should be a minimum of 50 degrees F. but the temperature of the vehicle surface does not matter.

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. IF ANY DISCOLORATION OR HAZING IS DETECTED, DISCONTINUE USE IMMEDIATELY.

AutoMag will not stick to non-metallic vehicle bodies or components.

PHYSICAL PROPERTIES

Thickness	24 mil
Film Color	Matte white
Roll Weight	13.2 lb. (6 kg)
Magnetic Strength	18 poles per square inch

RELATED LITERATURE

GerberColor Spot (GCS) Series, GerberColor Process (GCP) Series, GerberColor Medal (GCM) Series, GerberColor Transparent (GCT) Series, Gerber Guard, and Abrasion Guard (GerberColor Finishing GCF) Product Bulletins.

For help with questions concerning Gerber products, please call your distributor or Gerber Customer Service at 1-800-222-7446 or (860) 643-1515. You can also find additional information on our web site at www.gspinc.com.

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