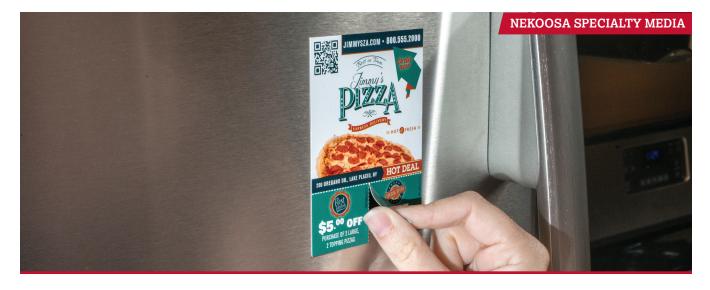


#### NEKOOSA.COM



# Add magnetic media to your marketing mix with MagneCote<sup>®</sup>.

MagneCote allows you to bring high-quality messages to unexpected places outside typical advertising mediums. Create more effective breakthrough messages by maximizing reach, relevance, retention, response, and return on investment. MagneCote is a greener magnetic paper choice and yeilds a 30% higher response rate than other substrates.

### MagneCote<sup>®</sup> Offset

MagneCote Offset is engeneered for long run print jobs using standard inks. Offering superb print quality, it truly runs like paper on offset presses, flexo web presses, and select digital equipment. NexPress certified.\*

#### MagneCote<sup>®</sup> iSeries HP Indigo

MagneCote iSeries is perfect for producing short run, on-demand and personalized magnets. Featuring two unique white sensor strips printed on the back, it satisfies press sensors and makes it the only HP Indigo compatible pre-magnetized substrate. MagneCote iSeries can also be printed on offset and DI presses using standard inks.

Applications Coupons To-Go Menus Postcards P.O.P. Displays **Business Cards** Emergency Contact Lists Prescription Refill Reminders Machine Instructions **Restaurant Promotions** 

### **Product Information**

Premagnetized paper

For short and long print runs Die-cut, perf, fold, score, glue,

stitch, and foil stamp

Lightweight for reduced postage costs Highly visible

**Print Compatibility** 

HP Indigo Offset

\*On 2100, 2500, S2100, S2500, and S3000 using the NexPress shield kit.



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## **TECHNICAL DATA** ►

Physical Properties				11 pt		13 pt		17 pt	
Color	White	Caliper	Lower Limit	10.6		12.8		16.9	
			Upper Limit	11.6		13.9		17.9	
Finish	Matte	Deee Weight	gsm	620		688		903	
Shelf Life	24 Months +	Base Weight	#/rm (cover)	419		502		659	
		Gauss		135		130		160	
Fire Class	Information available upon request	GE Brightness		87		90		90	
		Gloss	75°		74		74		74
		Color/L*a*b*		93.48/0.66/-1.07		94.51/1.47/-2.74		94.94/0.85/-1.60	
		Opacity		99+		99+		99+	
		Stocked Sizes	Offset*	11 pt	Sheets/Ctn	13 pt	Sheets/Ctn	17 pt	Sheets/Ctn
		8.5" x 11"		•	500	•	500	-	
		12" x 18"		•	250	•	200		
		20" x 14"		•	250				
		24" x 19"		•	175	•	150	٠	125
		23" x 35"				•	75		

\*Offset also available in skid packs. All basis weights available in custom sizes.

Stocked Size HP Indigo	11 pt	Sheets/Ctn	13 pt	Sheets/Ctn	17 pt	Sheets/Ctn
12" x 18"			•	200	•	150



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