



ChenYang Promotional Magnets

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Promotional Magnets

ChenYang-ISM supplies customer specific promotional magnets for teaching-aid, children's toys, gifts and advertising purposes etc. The magnetic characteristics and shapes of these rubber magnets can be customized. The magnetic materials are all kinds of magnetic materials, especially bonded ceramic/hard ferrite, bonded rare earth (NdFeB) and flexible rubber materials.



Promotional Magnets are laminated flexible magnets adhered to various kinds of PVC, PP & Self-Adhesive tape. The specific pictures are offset-printed on the tape. These magnets can be manufactured according to customer's design and colour requirement.



Material Information

- Made by consolidating Strontium or Barium ferrite powder with polymer matrix
- Form in profiles, strips and sheets by extrusion / calendaring method
- Product can be stamped, slit, punched and laminated
- Good demagnetization resistance & reasonable resistance to chemical agents
- Material is readily available and low in cost.

Typical Physical Properties

Tensile Strength (kg/cm ³)	20 < f > 100
Elongation (%)	60 < l > 300
Hardness (Hv)	95 ± 5
Density (g/cm ³)	3.70 ± 0.2
Saturation Field Strength	10 KOe, 800 KA/m
Flexibility	No crack when twisting around a testing bar diameter 20-60mm
Twist	No crack at twist with 180° twice

Material Grades

Material	Isotropic/ Anisotropic	Remanence		Coercivity		Intrinsic Coercivity		Max. Energy Product	
		Br (mT)	Br (Gs)	bHc (kA/m)	bHc (Oe)	iHc (kA/m)	iHc (Oe)	(BH) max (kJ/m ³)	(BH) max (MGOe)
Flex-7L	Isotropic	165±10	1650±100	108±8	1350±100	132±8	1650±100	5.2±0.4	0.65±0.05
Flex-7H	Isotropic	170±10	1700±100	112±8	1400±100	136±8	1700±100	5.6±0.4	0.70±0.05
Flex-10	Semi-aniso	220±5	2200±50	136±8	1700±100	160±8	2000±100	8.0±0.4	1.00±0.05
Flex-12	Anisotropic	245±5	2450±50	140±8	1750±100	148±8	1850±100	11.2±0.4	1.40±0.05
Flex-12BH	Anisotropic	247.5±2.5	2475±25	168±8	2100±100	224±8	2800±100	12.0±0.4	1.50±0.05

