



VISUAL MAGNETICS GRAPHIC SYSTEM®

VM-InvisiLock®-30SE

Adhesive-Backed, Standard-Energy, Black Magnet

Visual Magnetics® InvisiLock® custom engineered magnet is designed specifically for use with the Visual Magnetics Graphic System. VM-InvisiLock-30SE can be applied to smooth interior fixture surfaces. The standard-energy surface supports up to 3 MagnaMedia® layers allowing for special promotions or accents to be applied on top of a base graphic.


Attract



Features and Benefits

- Supports up to 3 MagnaMedia layers.
- Excellent lay flat.
- Proprietary polarity allows InvisiLock fixtures to lock in place.
- Flexible rolls for application to concave and convex surfaces.
- Easy to cut and trim with a utility knife or scissors.
- Magnet engineered to low gauss level for safety.

Application Information

- Adhesive-backed magnet does not require ActiveWall® primer.
- Use with any MagnaMedia product. 
- Best for indoor fixture applications.
- Do not roll this material to less than 4" diameter, as adhesive wrinkling may result.

Physical Data

Total Caliper*	30-mil / 762 Micron	Adhesive Peel Adhesion	8# / in
Opacity	100%	Stainless Steel – 30 min.	
Gauss @ 0.25" gap	<1	Adhesive Tensile Strength (MD/CD)	10# / in
Pull Force	96# / SF	Adhesive Elongation (MD/CD)	100 / 90%

Chemical Resistance

Resistant to water, detergent and alcohol. Not recommended for use in contact with aliphatic or aromatic hydrocarbons.

Shelf Life

One year when stored at 75° F (24° C) and 50% relative humidity or less.

Products / Sizes

PRODUCT CODE	AVAILABLE SIZES	
VM30SE-24050	24.375 in x 50 ft – 3 in core	(61.9 cm x 15.2 m)
VM30SE-40050	40 in x 50 ft	(101.6 cm x 15.2 m)

* Thickness listed is nominal.

InvisiLock®

VM-InvisiLock®-30SE (Continued)

Renew



Recyclability

VM-InvisiLock-30SE can be recycled using Visual Magnetics “Recycling Retired Graphics” program available for download at www.visualmagnetics.com.

Product Safety

InvisiLock magnet is a ferrite-based magnet and poses no known health or safety issues. Unlike stronger, rare-earth neodymium permanent magnets, the multi-pole nature and lesser strength of ferrite magnets does not emit a strong magnetic field into the environment and therefore does not cause signal interference or damage with computerized equipment. At a gap of 0.25" or greater gauss readings are well below 1.0 and at 7 ft. the gauss level is “not recordable” using a Model 2010A Gauss Meter. Due to its low gauss emission, InvisiLock magnet is not recognized as a “magnetized material” per IATA (International Air Transportation Association) definition and therefore can be air shipped in bulk quantity.

Visual Magnetics does not warrant or guarantee that InvisiLock® magnet with adhesive will adhere successfully to any and all surfaces or that InvisiLock magnet will support any or all types of fixtures. InvisiLock adhesive backed products should always first be tested for compatibility and adhesive strength on the surface intended for application before beginning the final installation. Adhesives work best on smooth non-porous surfaces such as glass and stainless steel as compared to rough, porous surfaces and may be impacted by environmental conditions such as humidity and temperature. “Always follow the substrate manufacturer’s recommendation on surface preparation for a modified acrylic or rubber-based pressure-sensitive adhesive. Visual Magnetics does not recommend or guarantee that adhesive backed InvisiLock magnet will successfully adhere to drywall or any modified surfaces. Many interior wall paints today contain additives for improved scuff resistance and stain resistance that can negatively impact adhesion of the pressure sensitive adhesives used to manufacture InvisiLock magnet. If the user chooses to apply adhesive backed InvisiLock magnet directly to a wall surface, the following steps can be taken to improve chances of success: 1. Thoroughly clean wall surfaces twice with TSP or a 70/30 blend of isopropyl alcohol to water. 2. Drywall should be painted with a standard wall primer and allowed to cure thoroughly per the paint manufacturers instructions. 3. Burnish adhesive backed magnet onto wall surface using a squeegee in order to remove all air pockets and to promote best contact of the adhesive to the wall surface. 4. Test a small section of wall prior to installation. Responsibility for using adhesive backed magnet on wall surfaces is with the installer as Visual Magnetics does not guarantee performance of any of its adhesive backed magnet materials on wall surfaces. For recommended wall solution use VM-InvisiLock-40HE and ActiveWall Primer. InvisiLock Magnet with Surface Protect™ (white) is designed for applying dimensional objects to a MagnaMedia® graphic surface and should be used on the reverse side of the object being applied, not as a substitute for standard InvisiLock (black) magnet that MagnaMedia graphics are applied to. Visual Magnetics does not recommend InvisiLock magnet for magnetically attaching fixtures to walls or other surfaces in areas where the general public may accidentally cause the fixture to come free from the wall or surface where the fixture is attached. Liability of Visual Magnetics Limited Partnership is limited to the terms and conditions document that is available upon request.

Visual Magnetics
Limited Partnership
1 Emerson Street,
Mendon, MA 01756
P 508 381-2400
F 508 381-2401
Toll Free 855 VISMAG4

VisualMagnetics.com
info@visualmagnetics.com

The information presented in this product data sheet is based upon Visual Magnetics’ present knowledge of the product and is believed to be accurate. Products often are improved which may cause the current information presented to be out of date. It is always the users responsibility to determine suitability of this product for the intended application prior to production.