

Sourcing Blueprint: Custom Flat Fridge Magnets

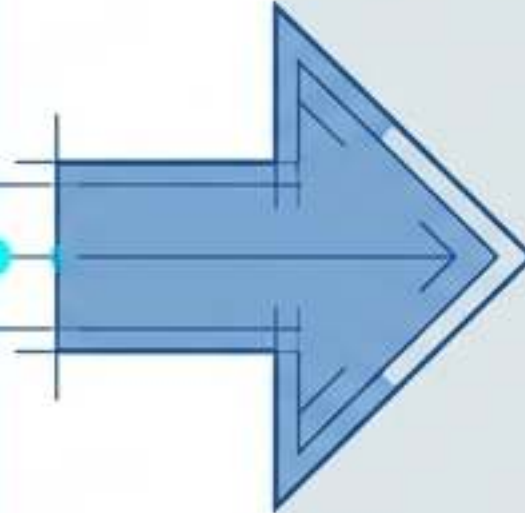
Buyer Brief & RFQ Preparation Guide

A technical guide for retail product developers, procurement professionals, and promotional merchandise planners.

Purpose of this Brief

This document prepares buyers to request accurate quotations for custom flat fridge magnets used for souvenirs, retail gifts, branded merchandise, event keepsakes, and office display.

It serves as a sourcing guide, not a specification sheet or a promise of production capability of production capability.



Final Commitments

Final technical and commercial commitments strictly require supplier review of:

1. Artwork files

2. Physical construction

3. Sample prototypes

4. Final quotation review

Establishing strict product category boundaries

		
Custom Flat Fridge Magnets (In Scope)	3D / Sculpted Magnets (Out of Scope) 	Vehicle Magnets (Out of Scope) 
Definition: Flat printed or decorated graphic face with a magnetic backing.	Definition: Items where the defining body or surface effect relies on alternate materials.	Definition: Magnets built for exterior automotive application.
Use Case: Indoor display on magnetically receptive, clean, flat, ferrous household/office surfaces.	Materials to avoid in this spec: Wood, epoxy, resin, acrylic, metal, or rubber.	Restrictions: Flat fridge magnets are never suitable for vehicle panels, wind, rain, highway use, or outdoor exposure unless separately tested.

Environmental and use-case diagnostics

IF

Applied to refrigerator doors, office cabinets, or display boards.

THEN

Confirm the specific panel materials/coatings are magnetically receptive, sufficiently clean, and flat.

IF

Handled by children.

THEN

Identify for specific child-use safety assessments and compliance testing.

IF

Placed near food or exposed to kitchen environments.

THEN

Identify for moisture and food-adjacent suitability assessment.

IF

Sold in a retail setting.

THEN

Assess required retail presentation conditions and individual protective packaging.

Surface finishes and visual direction

Visual Directions: Specify if the design is a simple flat graphic, photograph, illustration, logo, map, souvenir scene, text-led design, or series of variable designs.



Matte



Glossy



Smooth



Textured



Metallic

Technical Callout

When requesting a proof, explicitly ask the supplier how the following will be represented:

- ☐ Exact color reproduction
- ☐ White areas
- ☐ Fine text clarity
- ☐ Edge color
- ☐ Surface reflections

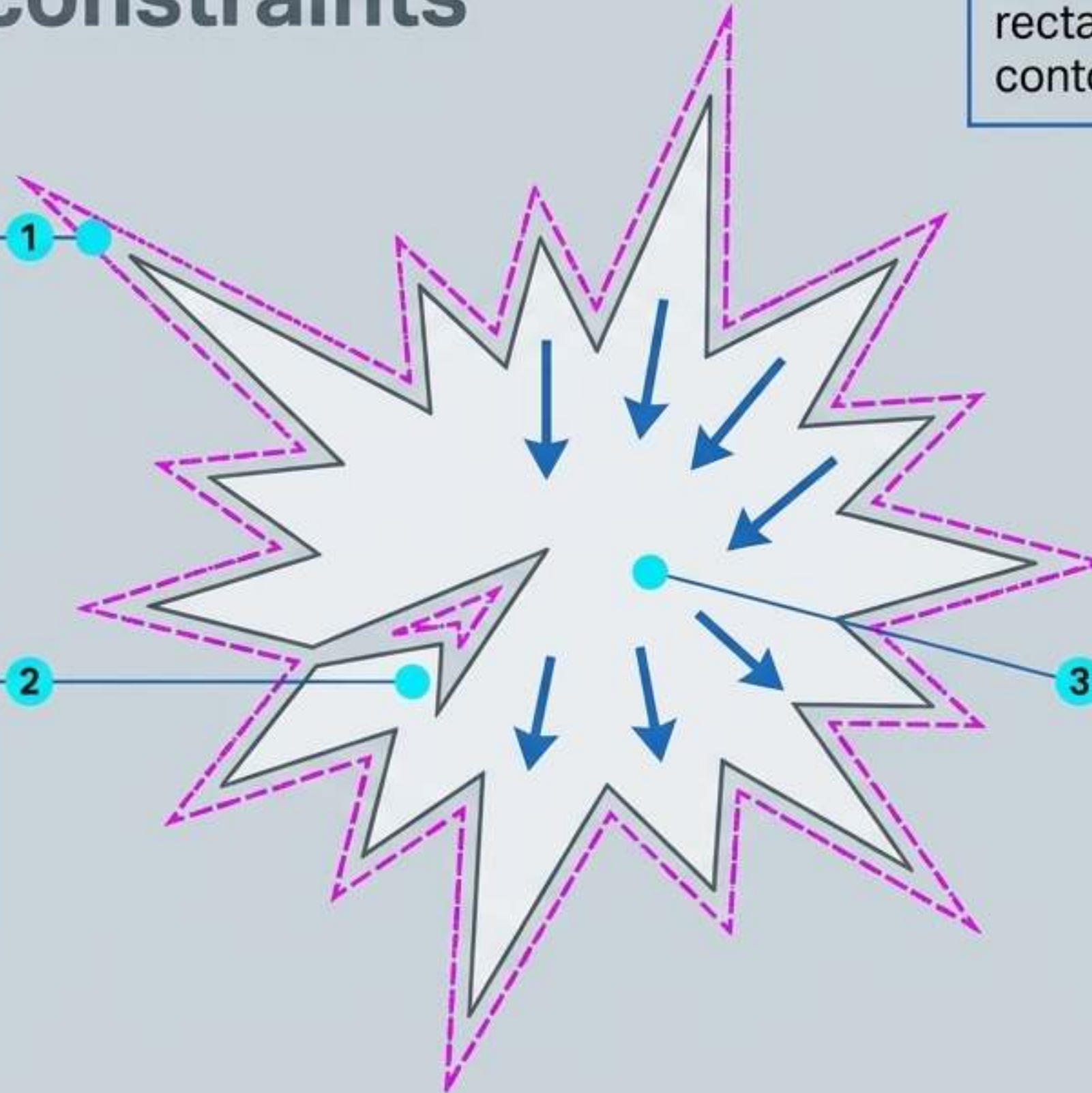
Shape physics and construction constraints

Base Shapes: Standard outlines include rectangle, rounded rectangle, or circle. Custom contours require structural review.

Narrow Projections: Highly vulnerable to bending or snapping. Requires supplier review for structural integrity.

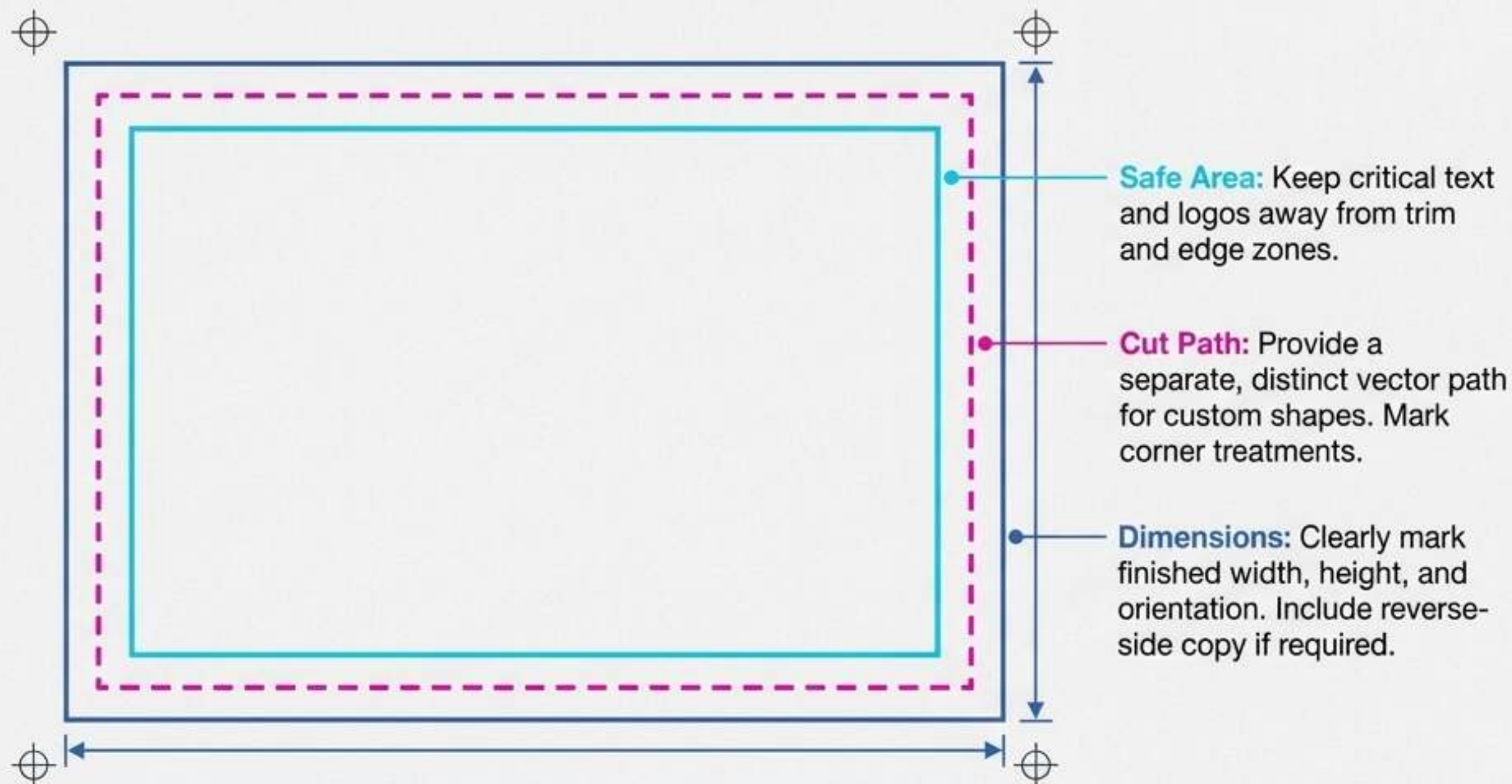
Internal Corners: Can cause tearing or cleanly peeling issues during the cutting process. Assess minimum feature size.

Flatness Physics: Intricate shapes must be reviewed to ensure the finished piece can remain flat and clean during bulk packing and transport without warping.



Prepress anatomy and artwork preparation

Artwork Format: Provide vector artwork where possible, or high-resolution raster files at the intended reproduction scale.



Prepress Checklist

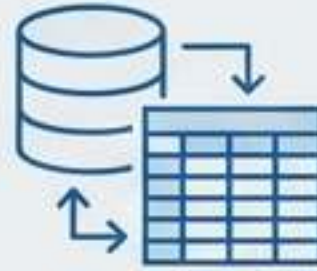
- ☐ Package or outline all fonts.
- ☐ Embed all linked images.
- ☐ Identify exact color references.

Managing variable data and proof approvals



Step 1: The Content

If the design includes names, dates, locations, licensed marks, or variable identifiers, they must be strictly managed.



Step 2: The Data Provision

Do not rely on loose text. Provide the authoritative spelling via a structured data file or strict naming convention.



Step 3: The Proof Review

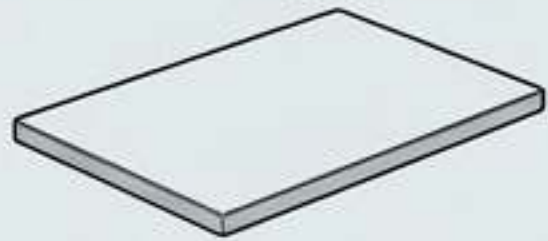
A digital proof must be generated. Buyers must verify:

- Artwork position
- Finished outline
- Orientation
- Any version labels

Note: A physical sample or prototype may be required to assess color, face finish, flatness, attachment strength, and edge quality before full production.

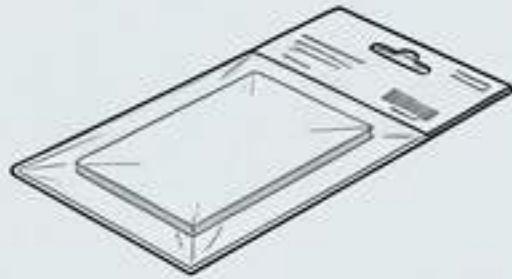
Logistics, packing, and physical protection

Data Required for RFQ: Total quantity, quantity by design, size family, language, assortment, and variable data.
Final Output: State the required pack-out count and destination for each specific assortment.



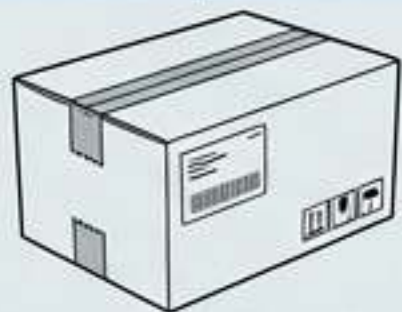
Individual Item

Define physical requirements: material, dimensions, thickness, edge finish, and surface texture.



Individual Packing Options:

Define requirements for individual sleeves, backing cards, barcode labels, retail display, gift packaging, or kitting.



Master Carton & Pack-Out:

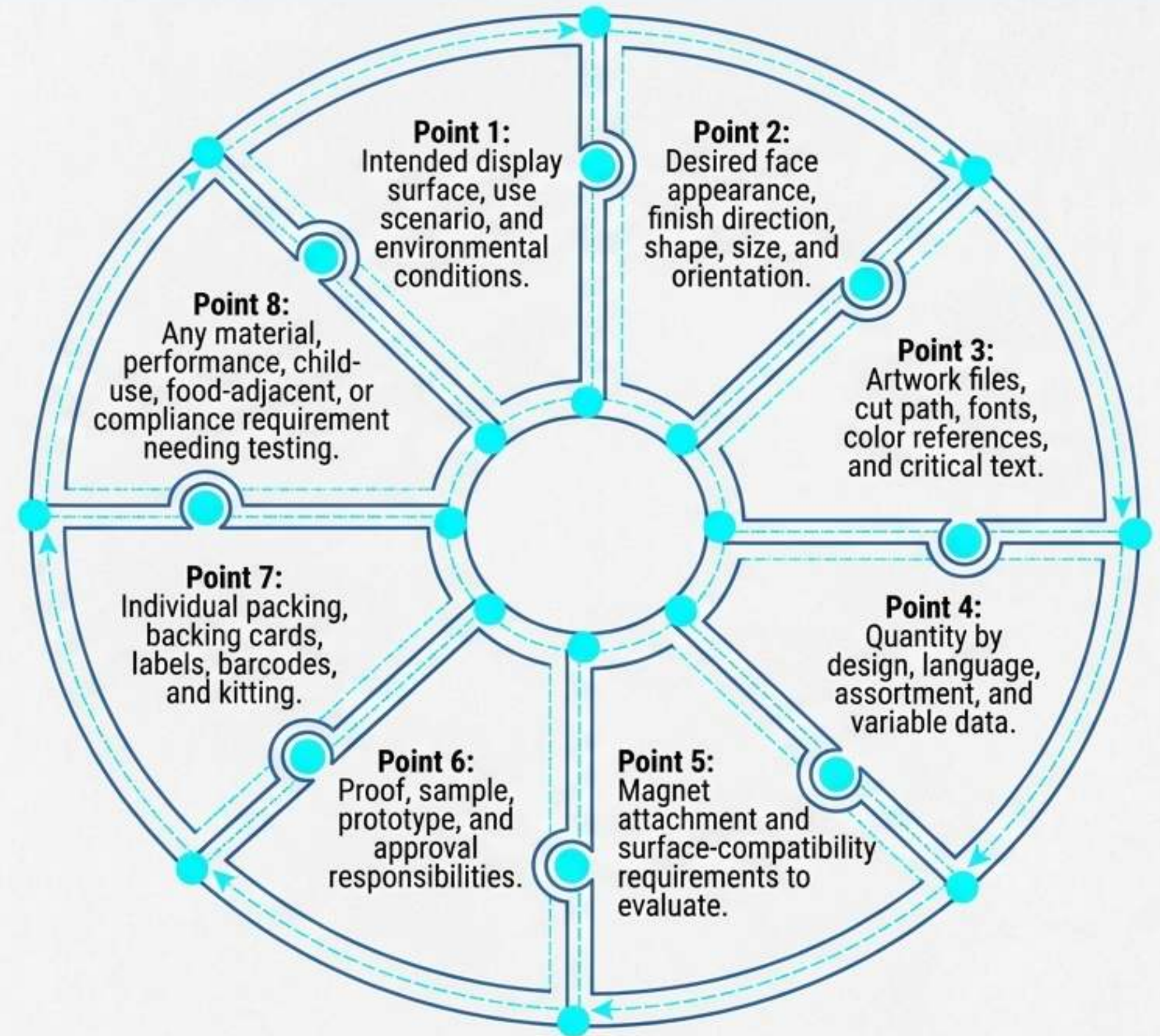
Define outer carton specifications, quantity per master carton, palletization, and international shipping markings.

Protection Mandates

Flat magnets **must be explicitly protected** during storage and transport against:

- Rubbing and surface scuffing
- Dirt and debris
- Bending or warping

The 8-Point RFQ Master Dashboard



Strict content restrictions and final commitments



Unauthorized Claims

Do not claim a specific material, magnet strength, thickness, coating, durability, weather resistance, food safety, child safety, certification, dimension, price, MOQ, lead time, lifespan, or guarantee without reviewed, written evidence.

Vehicle Interchangeability Alert

Do not treat flat fridge magnets as interchangeable with vehicle magnets or other magnet constructions.

Legacy Data Voidance

Critical Note: The legacy page URL for this catalog entry contains 'car-magnet' wording. That wording is strictly a legacy artifact and is not evidence that this category is intended for vehicle use.