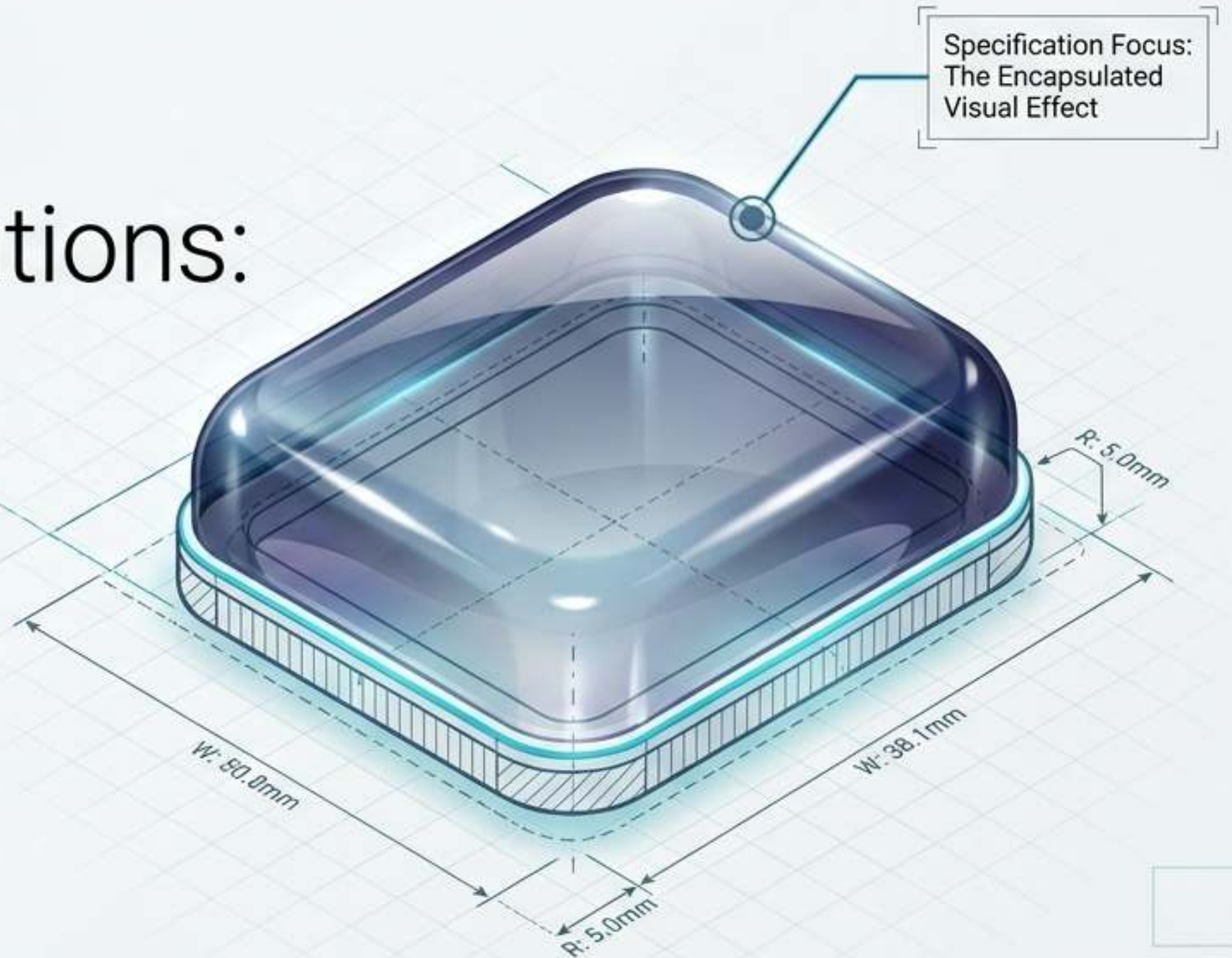


Sourcing Specifications: Custom Epoxy Fridge Magnets

A Tactical Diagnostic Guide for
Visual Intent, Component
Construction, and RFQ Precision

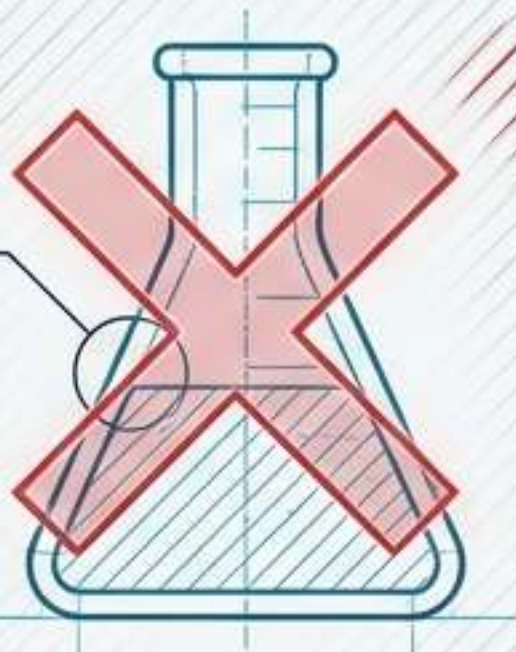


Defining the Sourcing Objective

CORE PRINCIPLE: The central specification challenge is achieving a glossy, domed, or encapsulated visual effect while accurately protecting and presenting the underlying artwork.

DIRECTIVE: Describe the visual intent rather than assuming a particular chemistry or construction. Critical material and performance expectations require physical sample testing, not baseline assumptions.

Assumed
Chemistry



Assumed Chemistry



Photorealistic
Glossy Finish

Specified
Visual Intent

Specified Visual Intent

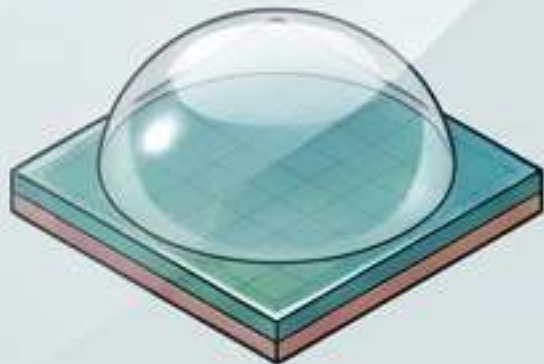
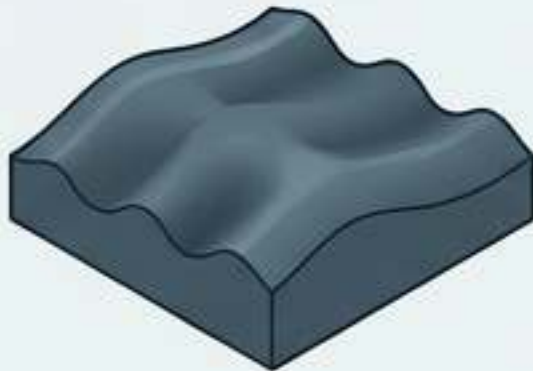
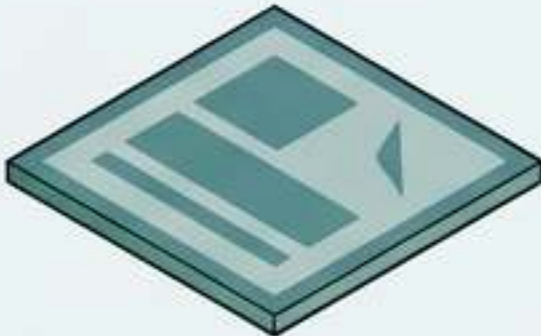


Do not claim exact resin chemistry, yellowing resistance, scratch resistance, or magnet strength without empirical sample testing.

The Magnet Topology Matrix

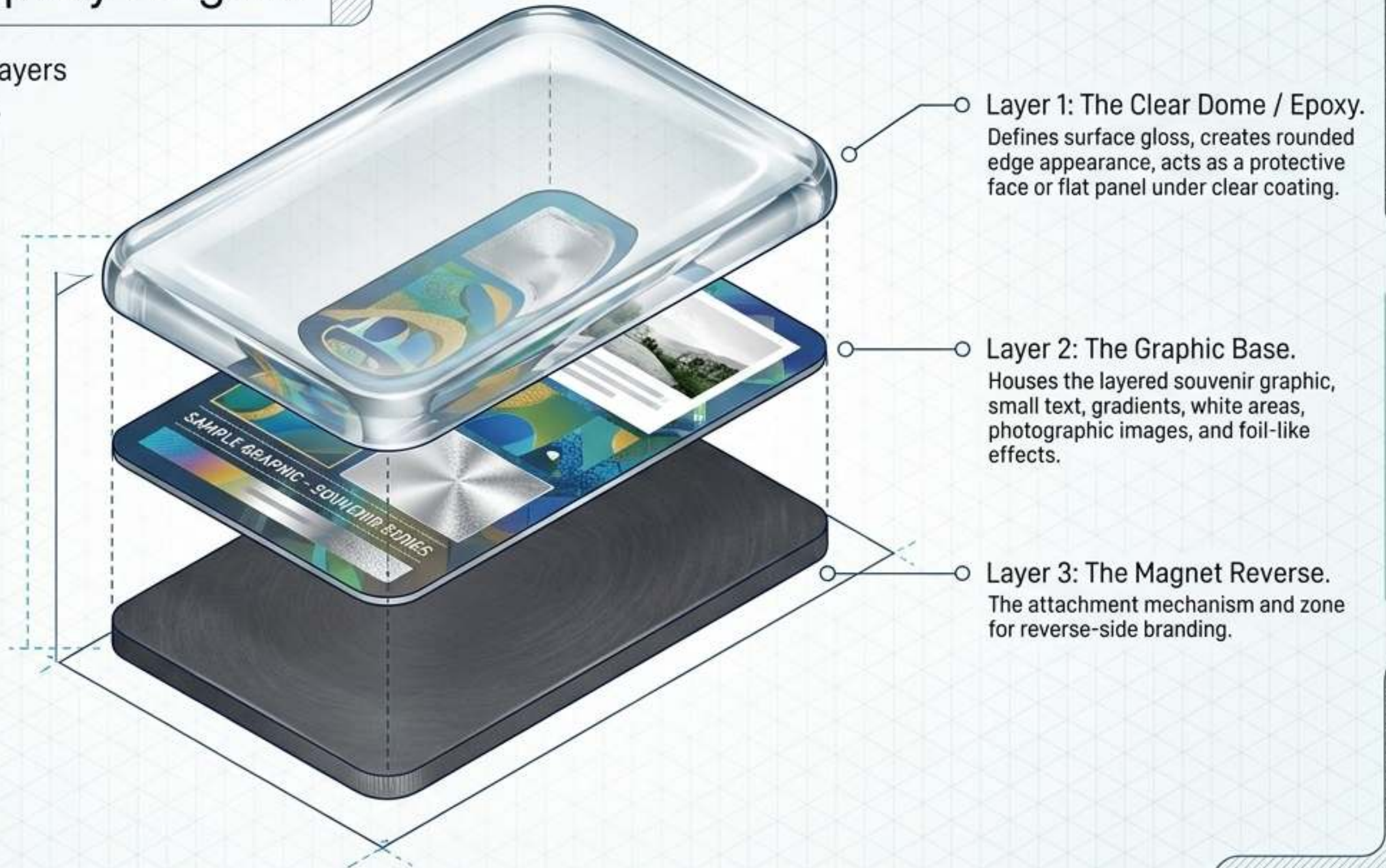
Distinguishing epoxy encapsulation from alternative constructions.



	Custom Epoxy	Structural Resin	Flat Printed	Bare Metal
				
1	Visual Intent: Encapsulated, glossy, domed.	Visual Intent: Sculpted, 3D body.	Visual Intent: 2D flush surface.	Visual Intent: Metallic finish.
2	Construction: Clear coating over a flat graphic base.	Construction: Resin forms the actual structural shape.	Construction: Ink applied directly to base without top-layer encapsulation.	Construction: Exposed alloy without transparent doming.
3	Material Identity: Visual depth achieved via surface effect.	Material Identity: <i>Note: Do not use epoxy and structural resin interchangeably.</i>	Material Identity: No encapsulant, flush finish.	Material Identity: Raw material surface.

Anatomy of an Epoxy Magnet

Deconstructing the physical layers for accurate supplier briefing.



Artwork Precision & Optical Safe Zones

Mitigating visual compromise from edge curvature and surface gloss.

Action Items

- Supply print-ready artwork with the desired outline shape.
- Provide separate instructions for the visible base layer, clear-domed region, and reverse-side printing.



Retail Graphic & Souvenir Compliance

Standardizing artwork inputs for commercial display.



Reference images should identify the intended gloss and dome impression, but physical samples are mandatory to approve actual appearance and reflection.

Environmental Stress-Test Dashboard

Mapping display environments to physical review items.

Resistance to environmental factors must be explicitly requested as a review item, not assumed.

Kitchen
Environments



High humidity, contact
with oils, kitchen
cleaners.

Sample Review Focus
Adhesion integrity and
chemical resistance.

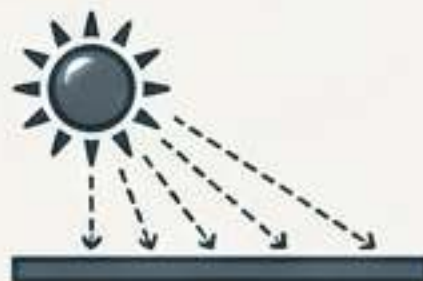
Retail & Handling



High-frequency tactile
handling, surface
abrasion.

Sample Review Focus
Scratch resistance and
edge durability.

Display Contexts



Prolonged sunlight
exposure.

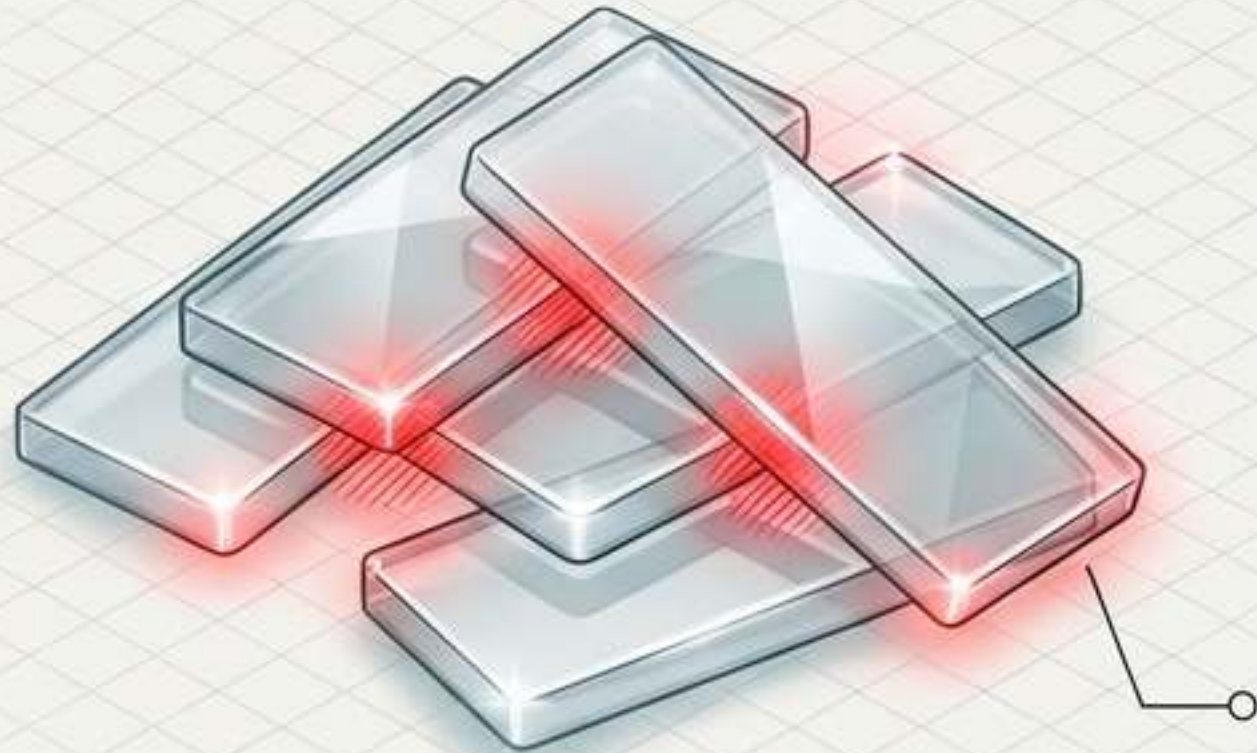
Sample Review Focus
UV resistance and
yellowing mitigation.

Packaging for Protection & Presentation

Mitigating transit scuffing and defining fulfillment formats.

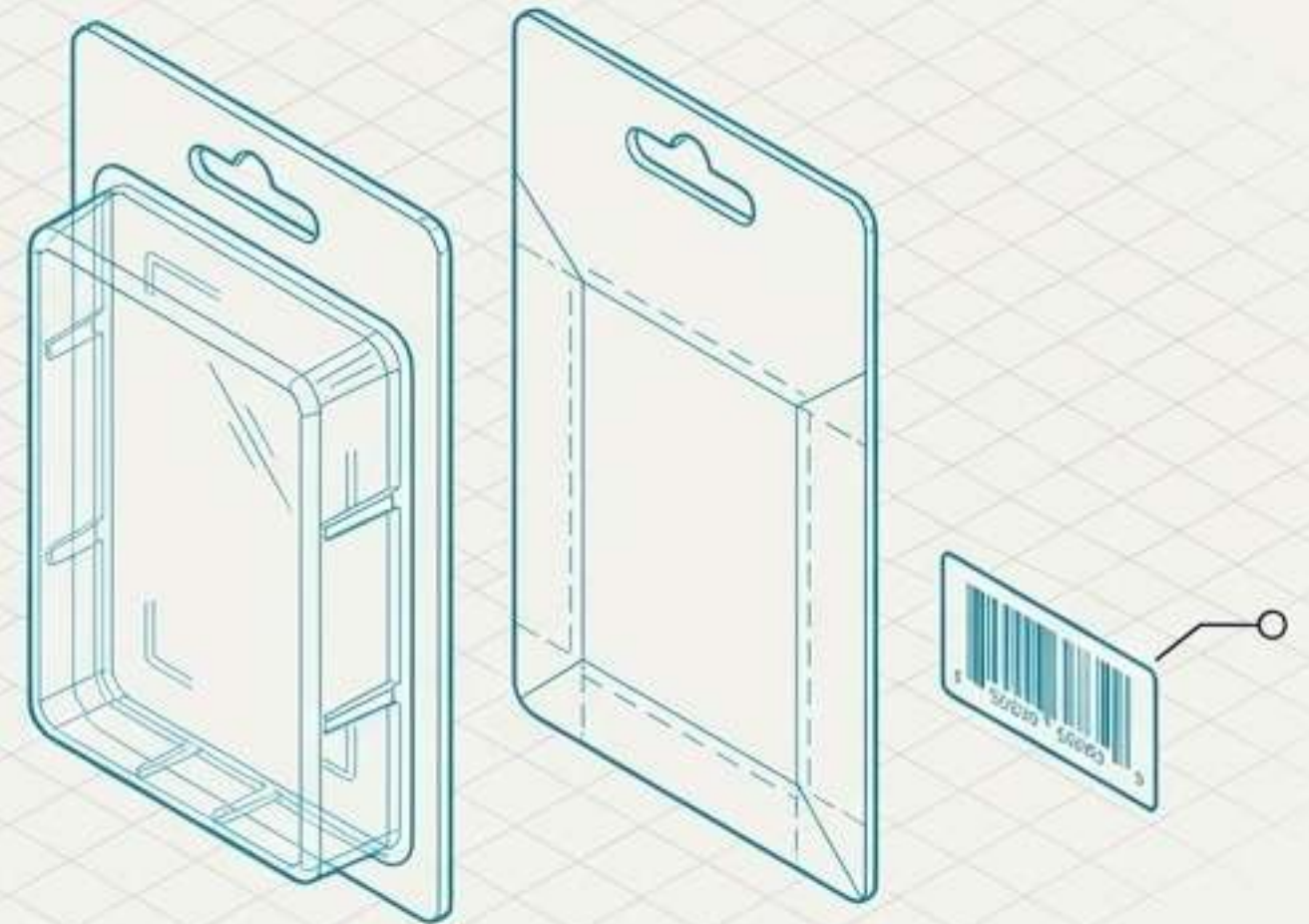
Logistics Specs: Define total quantity, quantities by design, size family, and assortment plans.

Bulk Transit (The Risk)



Glossy surfaces can scuff during transport. Specify if pieces must be separated or individually bagged.

Retail-Ready (The Requirement)



Define presentation requirements: individual bagging, carding, blister packs, or gift-ready enclosures, including barcode and display needs.

The RFQ Readiness Board

Synthesizing specifications for airtight manufacturer quotations.

Design & Aesthetics

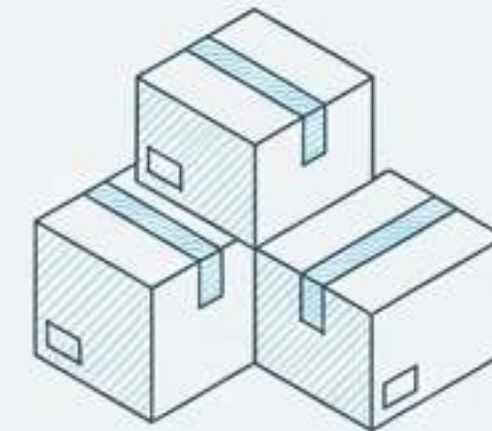
- Intended use and desired domed/glossy appearance.
- Artwork, silhouette, color references, and critical text zones.
- Surface-finish expectations and acceptable visual variation.
- Reverse-side magnet and branding requirements.

Durability & Environment

- Display environment, cleaning, handling, and exposure conditions.
- Sample/testing criteria for gloss, artwork clarity, attachment, and compliance.

Logistics & Packaging

- Quantity by design and assortment plan.
- Protective retail packing, cards, labels, and barcode needs.



Procurement Approval Gateway

Moving from specification to commercial commitment.

1. Obtain quotations only after surface effect, graphic construction, attachment context, and packaging are fully described.
2. Final technical and commercial commitments require quotation, artwork, and material review.
3. Do not accept guarantees on lead times, pricing, MOQ, or lifetime performance without formalized testing and documentation.

