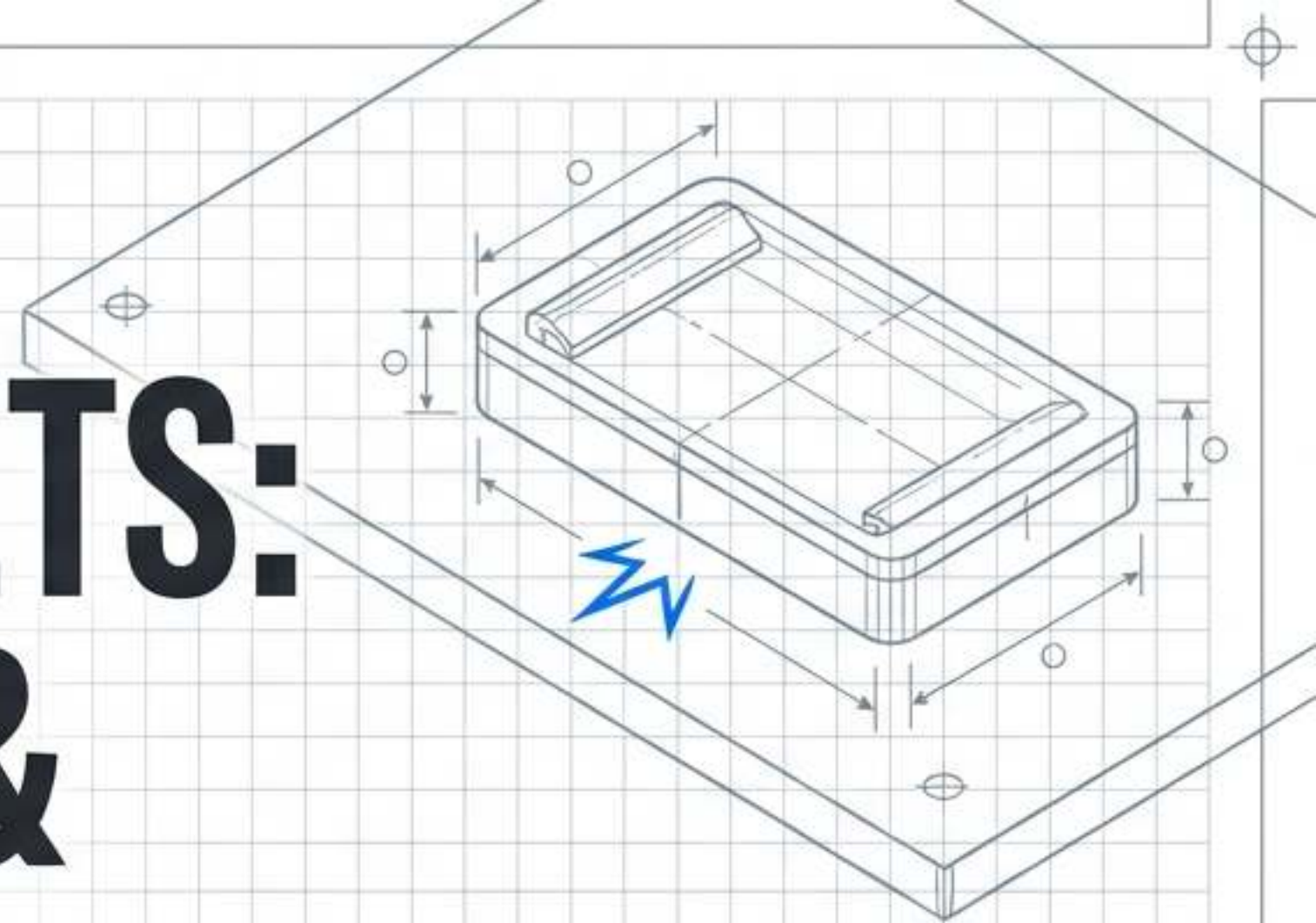
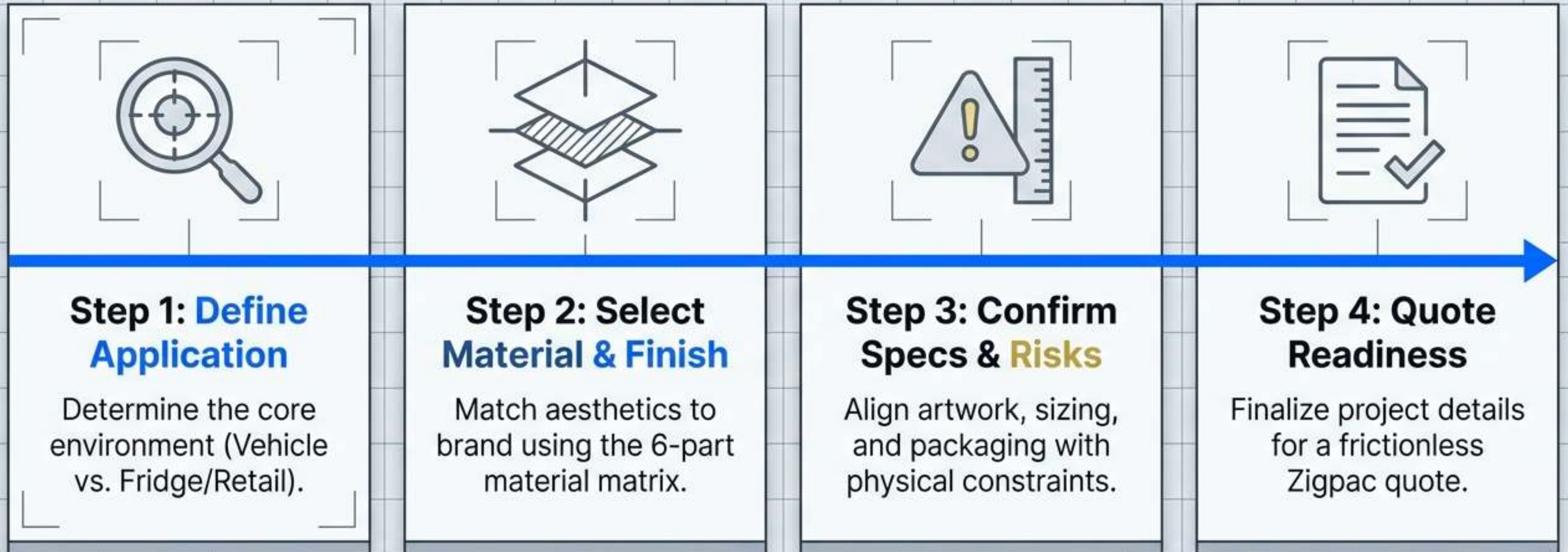


CUSTOM MAGNETS: THE SOURCING & BUYER'S GUIDE

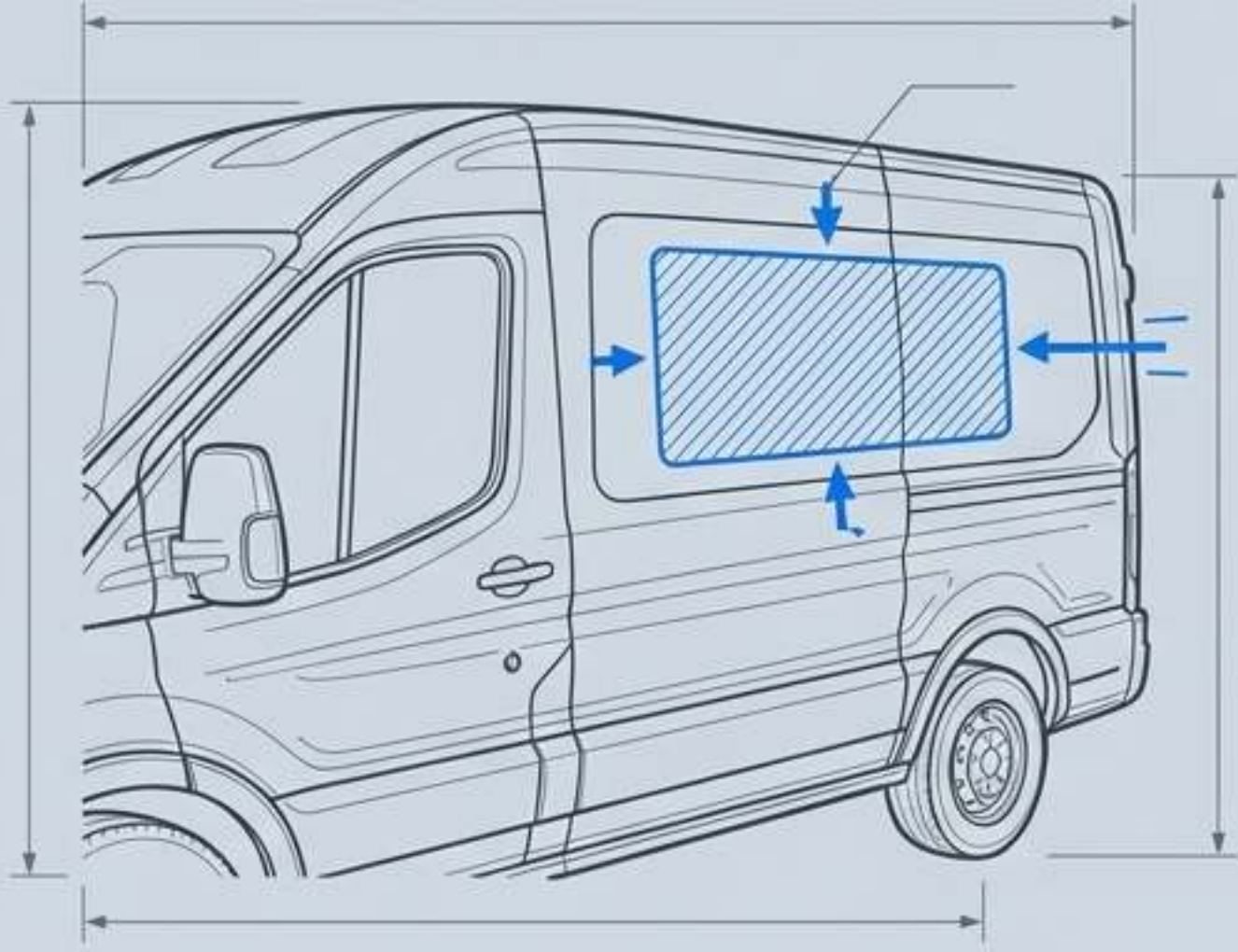
A strategic framework for selecting materials, preparing artwork, and requesting quotes via Zigpac.



The Sourcing Decision Funnel

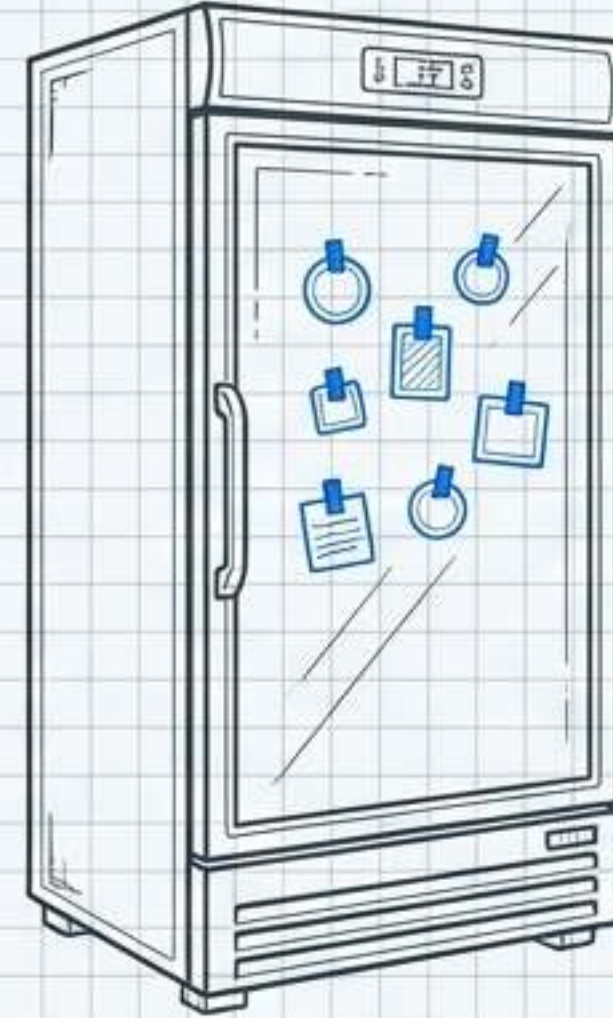


STEP 1: DEFINING THE PRIMARY APPLICATION



VEHICLE ADVERTISING (CAR MAGNETS)

- ⚡ **Use Case:** Mobile branding, service reminders, and temporary promotional displays.
- ⚡ **Core Engineering Focus:** Outdoor durability, weather resistance, removability, surface compatibility, and high magnet strength to withstand wind shear.



RETAIL, GIFTS & PROMOS (FRIDGE MAGNETS)

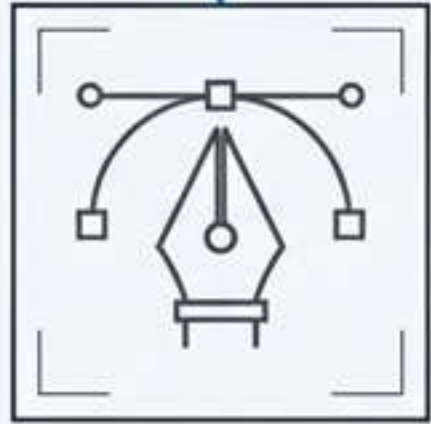
- ⚡ **Use Case:** Souvenirs, campaign reminders, packaging inserts, event giveaways, and retail merchandise.
- ⚡ **Core Sourcing Focus:** Aesthetic finish, tactile material feel, brand alignment, and detailed artwork execution.

STEP 2: THE MATERIAL COMPARISON MATRIX (FRIDGE MAGNETS)

CLASSIC	MODERN	DIMENSIONAL
 Wood (Warm) Finish: Warm, natural texture. Best For: Cultural products, boutique gifts, handmade visual direction.	 Epoxy (Glossy) Finish: Clear, raised domed surface. Best For: Polished logos, illustrations, full-color graphic protection.	 Rubber (Flexible) Finish: Flexible, multi-layered style. Best For: Mascots, characters, icons, playful promotions.
 Metal (Premium) Finish: Weighty, premium impression. Best For: Commemorative items, destination souvenirs, high-end brand gifts.	 Acrylic (Clean) Finish: Clean, bright presentation. Best For: Photo-style artwork, modern retail, vibrant graphics.	 Resin (Sculpted) Finish: Rigid, detail-rich, 3D shape. Best For: Landmark shapes, themed gifts, souvenir collections.

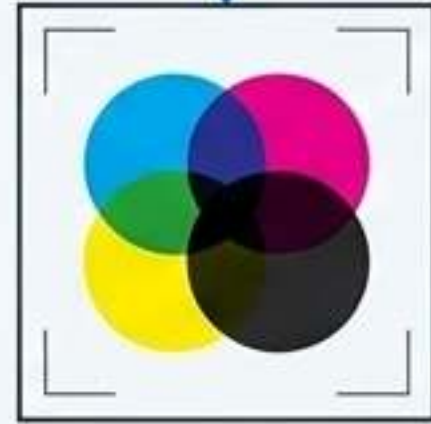
STEP 3: ARTWORK & SIZING ALIGNMENT

ARTWORK PROFILE



Simple Vector Logos:

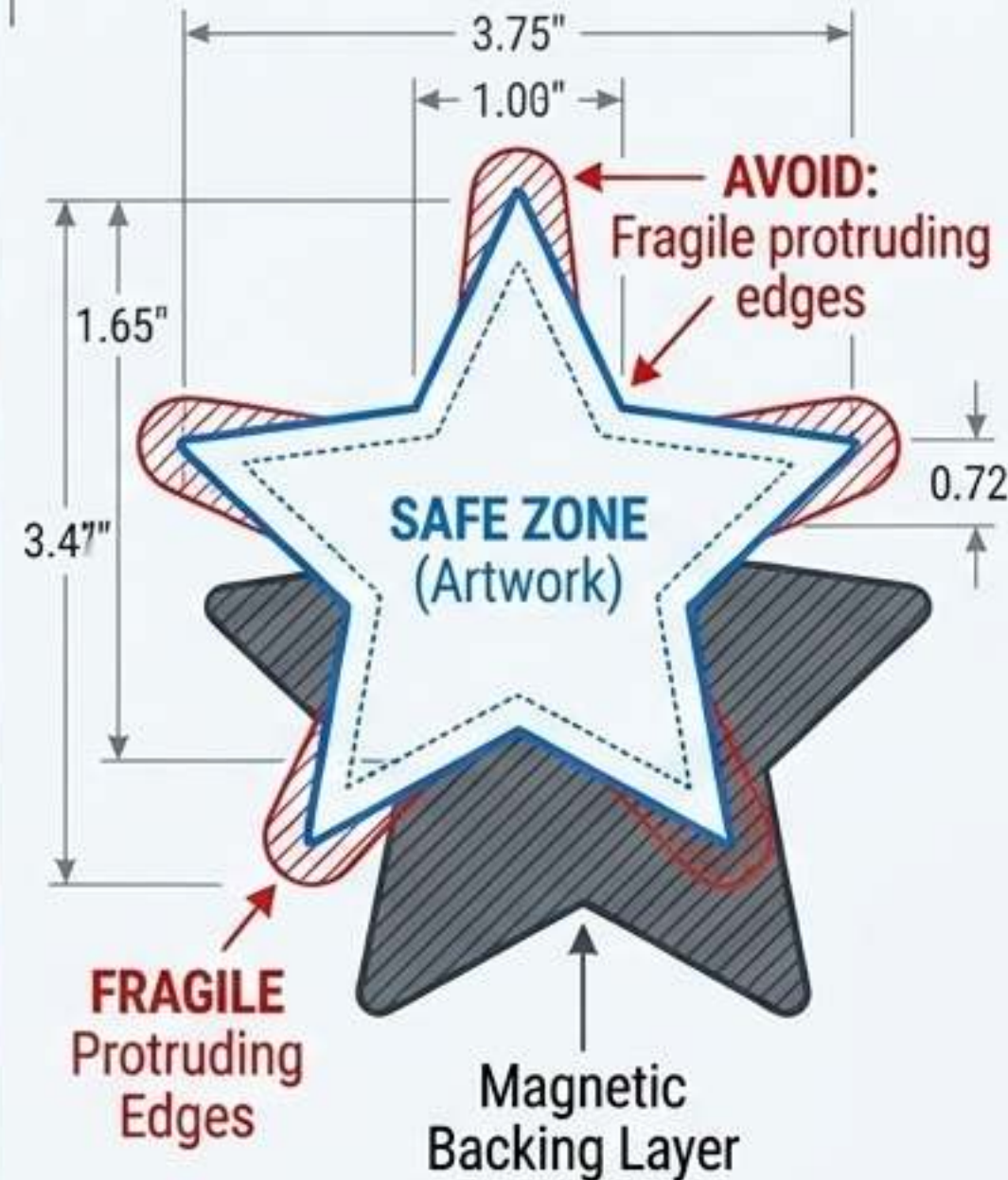
Ideal for precise molding in dimensional materials (Rubber or Resin). Fits all standard finishes.



Full-Color Photographic:

Requires flat printing surfaces. Best routed to Acrylic or Epoxy for crisp resolution.

SIZING & SHAPE STRATEGY



⚡ **Custom Die-Cuts:** Consider the physical silhouette. Avoid overly intricate, thin, or fragile protruding edges.

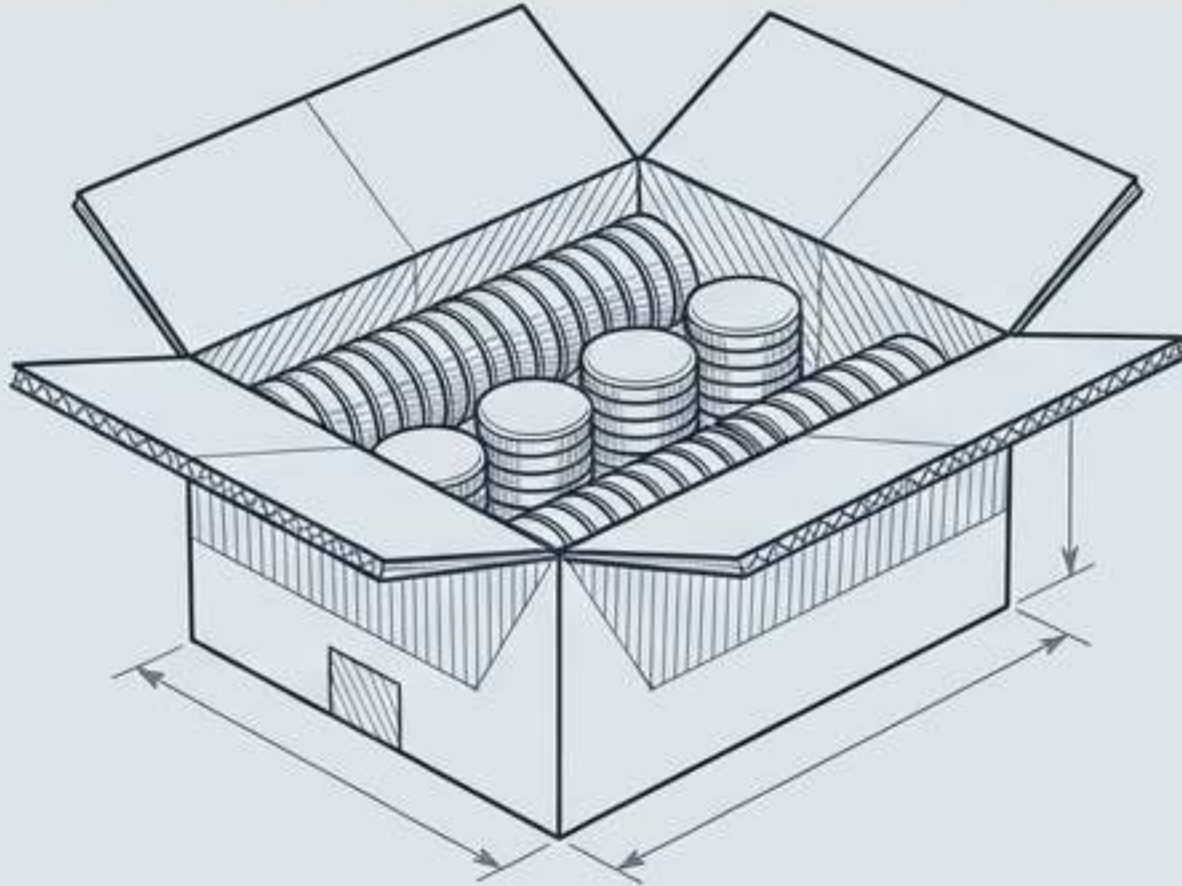
⚡ **Backing Surface Area:** Ensure the magnetic backing covers sufficient area to support the weight of material—especially critical for heavy Resin or Metal designs.

STEP 3: PRODUCTION RISKS & ENVIRONMENTAL FACTORS

ENVIRONMENT / FACTOR		PRODUCTION RISK	ACTION REQUIRED
	Outdoor / Vehicle Environment	Weather damage, fading, or detachment at high speeds.	Explicitly specify “Car Magnet” to guarantee appropriate weatherproofing and higher magnetic strength specifications.
	Heavy Material Weight (Resin/Metal)	Magnet sliding down vertical surfaces (fridges/whiteboards).	Confirm backing strength and size-to-weight ratios during the quoting and prototyping phase.
	Complex 3D Shapes (Rubber/Resin)	Loss of fine graphic detail during the physical molding process.	Simplify mascots, characters, or intricate logos for optimal molding clarity.

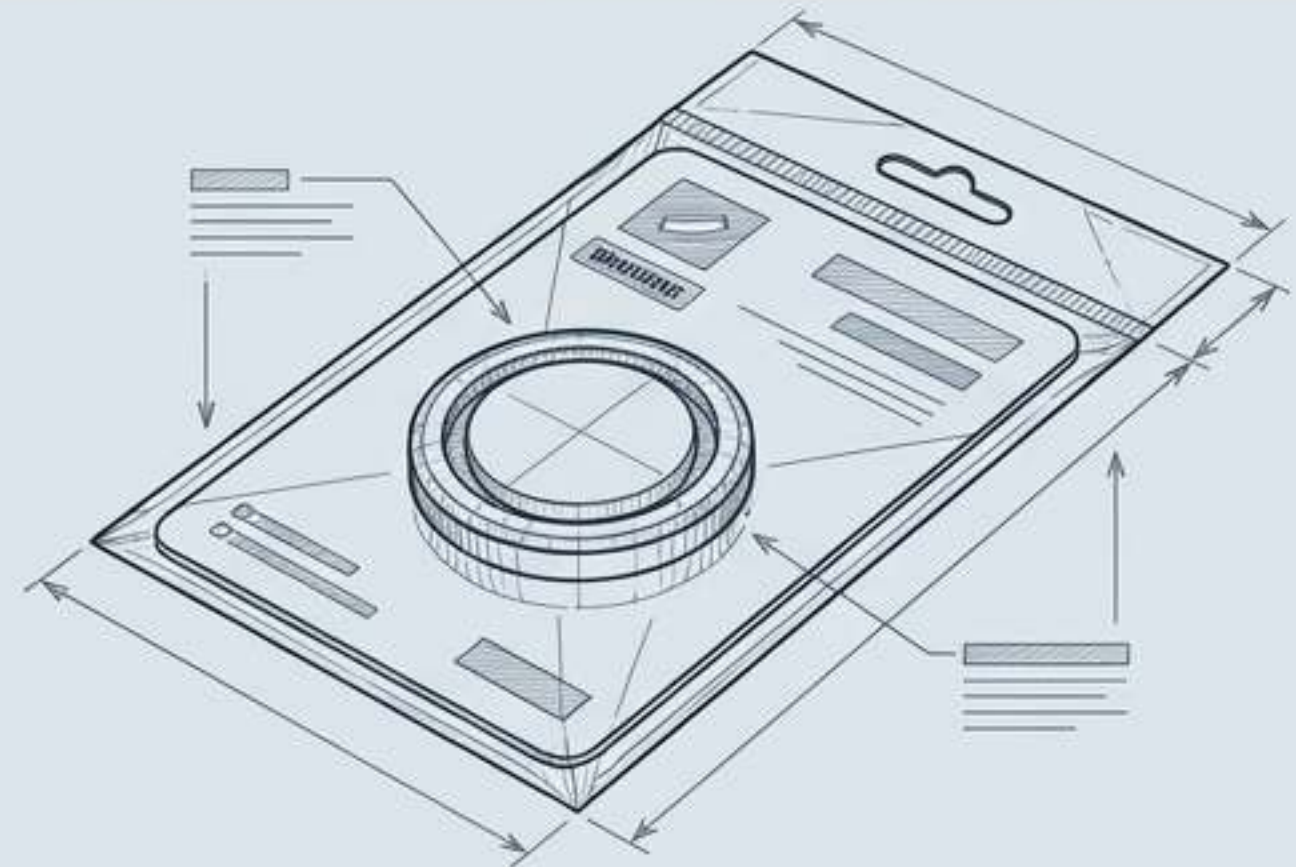
STEP 3: QUANTITY & PACKING STRATEGY

BULK PACKING (PROMOTIONAL)



- **Profile:** Utilitarian, cost-effective, minimal waste.
- **Best Applied To:** High-volume event giveaways, direct mailers, and e-commerce packaging inserts.

RETAIL PACKING (SOUVENIRS & GIFTS)



- **Profile:** Premium, display-ready, protected.
- **Considerations:** Often requires printed backer cards, individual poly bags, or custom boxes. Crucially adds to overall shipment weight and physical dimensions.

Note on Project Scope: Minimum Order Quantities (MOQ) and production timelines will scale based on the material chosen and the complexity of the final packaging.

STEP 4: THE QUOTE READINESS CHECKLIST

Before contacting Zigpac, confirm your specifications:

- ☐ **Application:** Is this for vehicle use (removable/outdoor) or fridge use (indoor display)?
- ☐ **Material Base:** Have you selected Wood, Metal, Epoxy, Acrylic, Rubber, or Resin?
- ☐ **Artwork Type:** Is the design simple and dimensional, or flat and full-color?
- ☐ **Size & Shape:** Have you determined the estimated physical dimensions and silhouette?
- ☐ **Packaging Style:** Do you require bulk distribution packing or retail-ready display packing?
- ☐ **Project Specifics:** Have you mapped out required quantities and hard project deadlines?

READY FOR QUOTE →