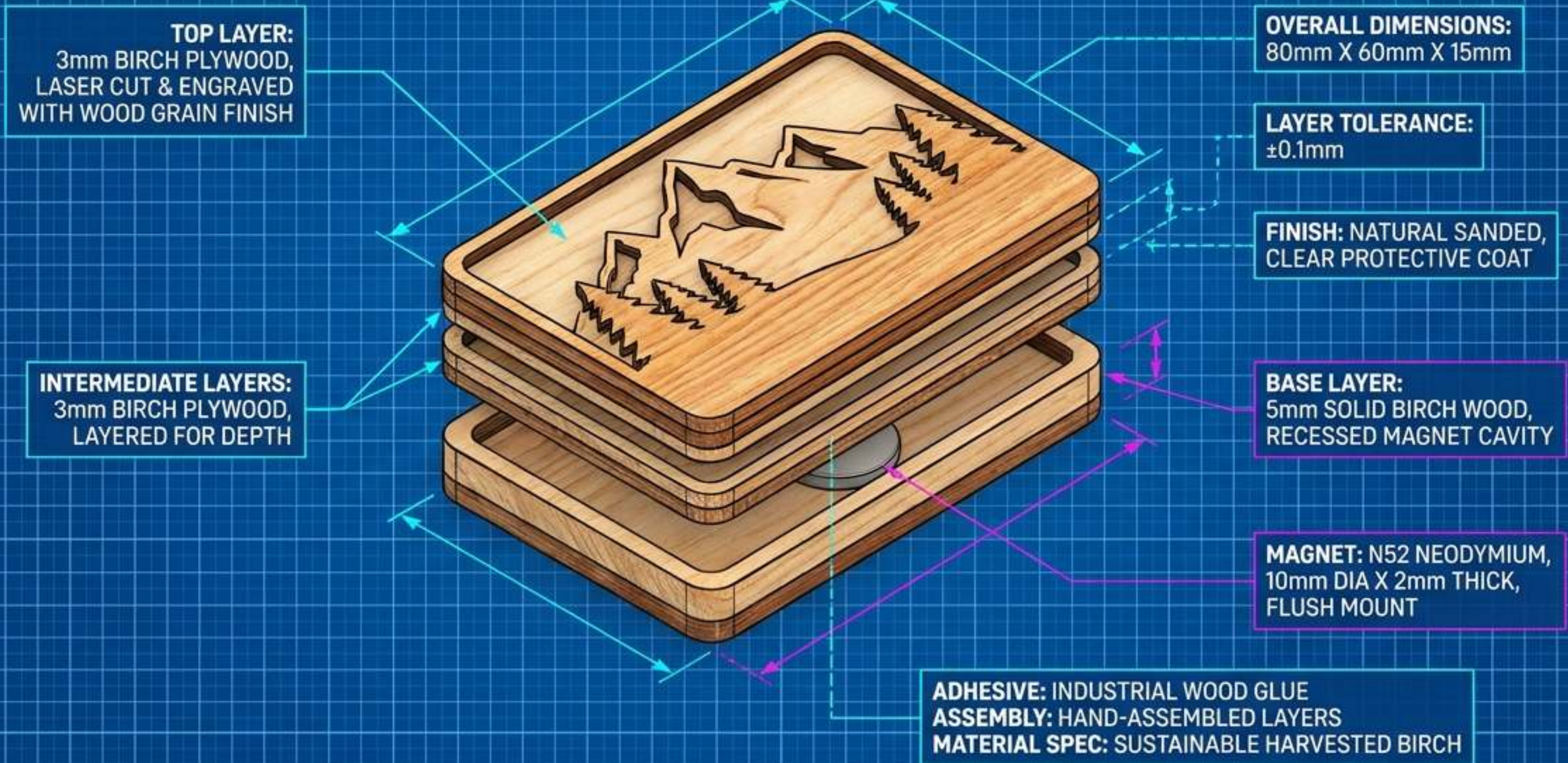


SPECIFYING CUSTOM WOOD FRIDGE MAGNETS

A Diagnostic Blueprint for Product Designers and Buyers



Defining the Wood Magnet Category

Custom Wood Magnets



- **Aesthetic Character:** Natural visual character, grain variation, distinct edge treatments.
- **Display Environment:** Indoor ferrous surfaces (decorative household/office).

Synthetic & Metal



- **Aesthetic Character:** Highly uniform, easily standardized, molded.
- **Differentiator:** Lacks the natural variation and layered edge treatments inherent to wood.

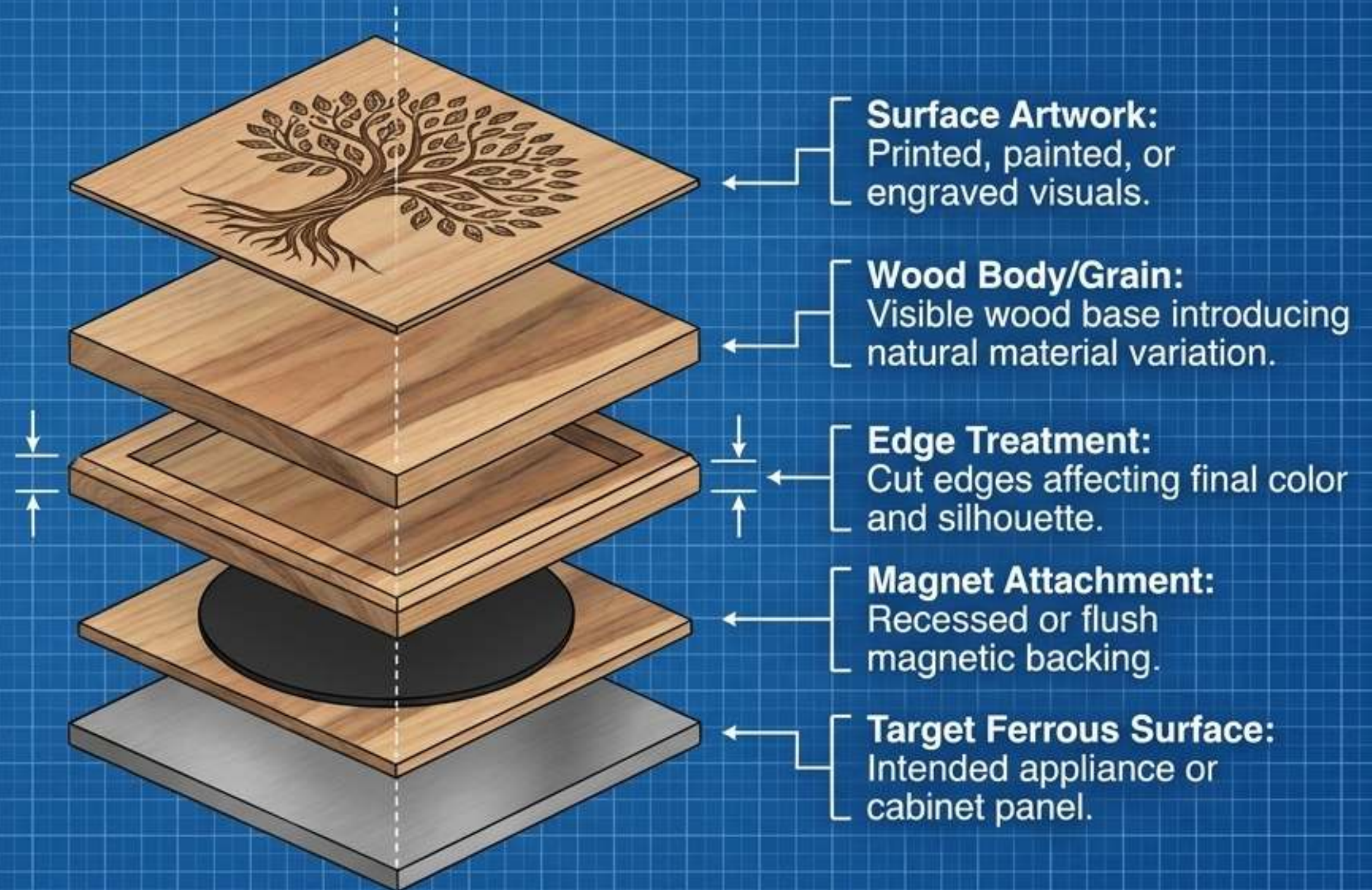
Vehicle Magnets



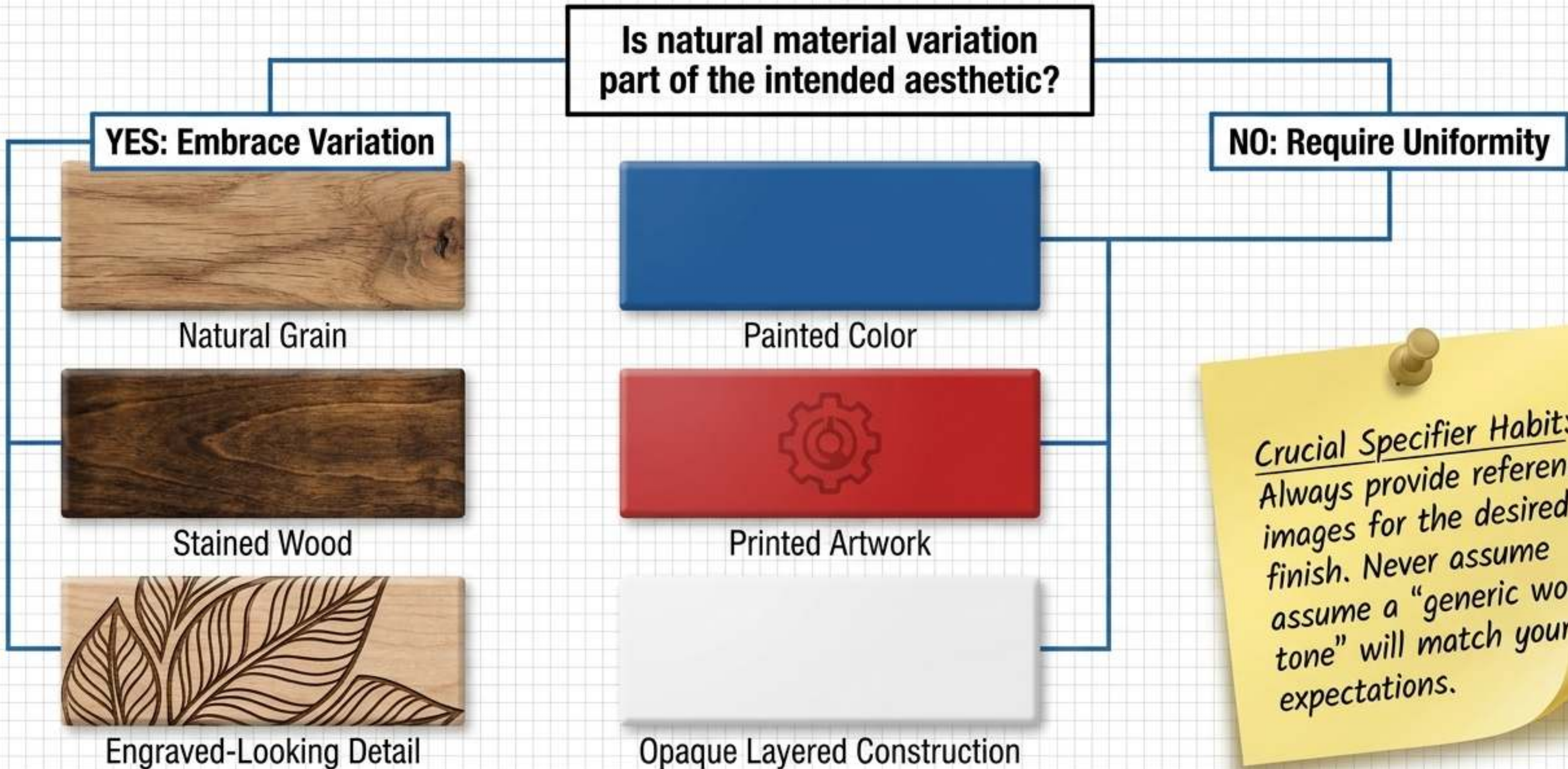
- **Display Environment:** Outdoor, high-wind vehicle use.
- **Differentiator:** Fridge magnets are decorative objects and must never be specified around vehicle use.

WARNING: Wood magnets are not interchangeable with resin, metal, rubber, or vehicle magnets. Specific wood species, coatings, or magnet strengths cannot be claimed without manufacturer confirmation.

Deconstructing the Physical Architecture



Navigating Aesthetic and Material Variation



Crucial Specifier Habit:
Always provide reference images for the desired finish. Never assume a "generic wood tone" will match your expectations.

Selecting the Structural Form



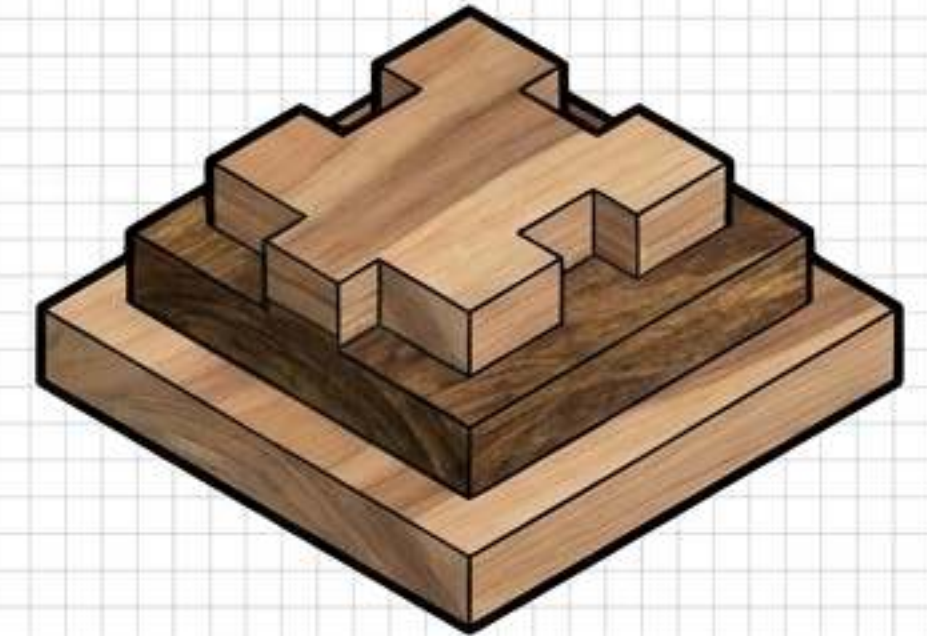
Flat Silhouette

- Standard thickness
- Relies on surface artwork or engraving
- Lowest packaging complexity



Layered Graphic

- Creates visual depth
- Requires precise alignment specifications
- Moderate packaging complexity



Dimensional Souvenir

- Highest structural complexity
- Heavily impacts artwork feasibility
- Heavily impacts physical weight and packing requirements

Assessing Environmental and Handling Risks



**Moisture &
Kitchen Handling**

Requires finish testing for
warping/degradation.



**Food-Contact
Adjacency**

Requires material
safety assessment.



**Sunlight &
UV Exposure**

Requires artwork/stain
fade testing.



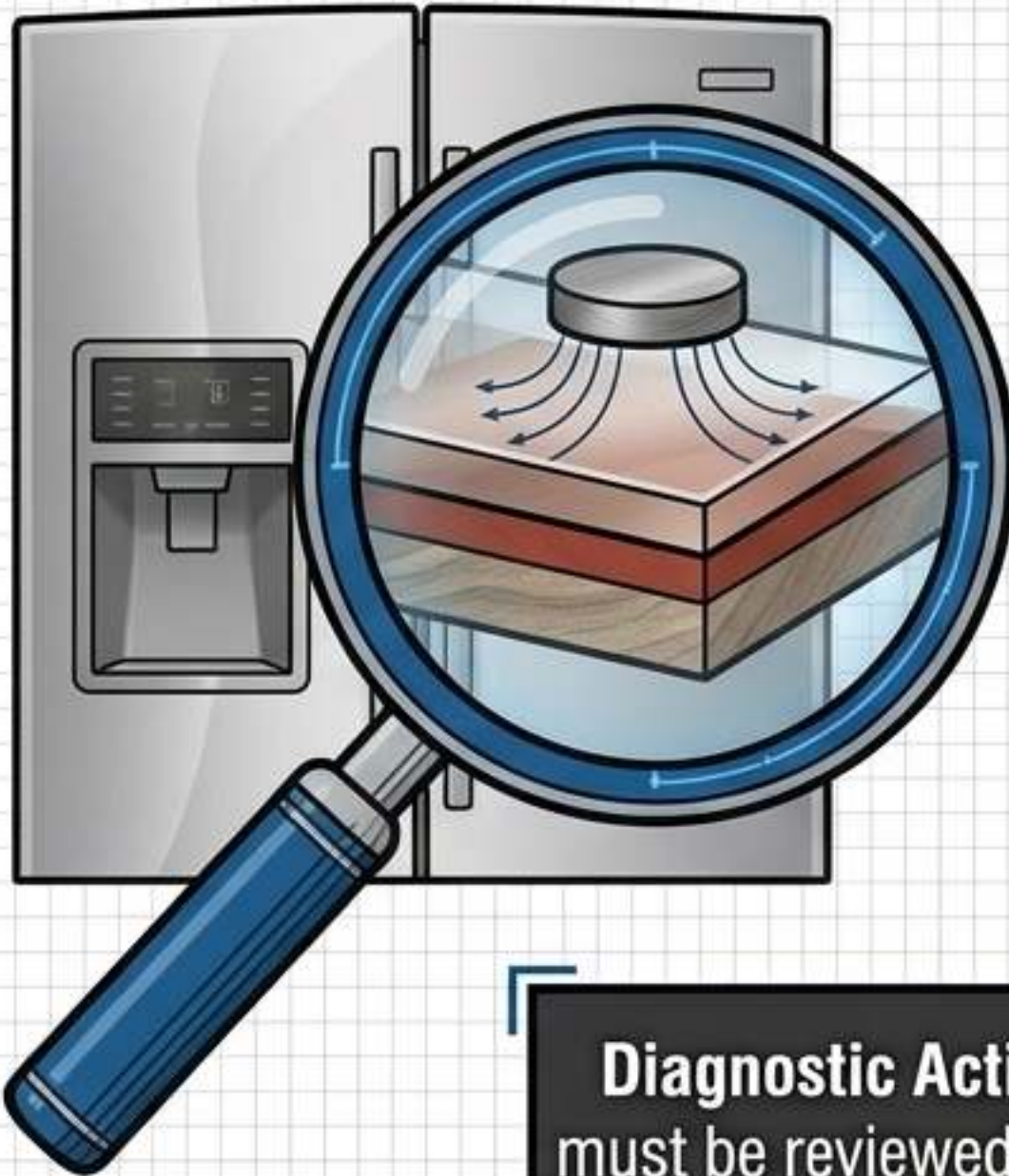
**Abrasion &
Child-Use Concerns**

Requires structural
integrity, edge-splintering,
and attachment testing.

Critical surface, material, performance, or compliance requirements demand mandatory sample and testing review before production.

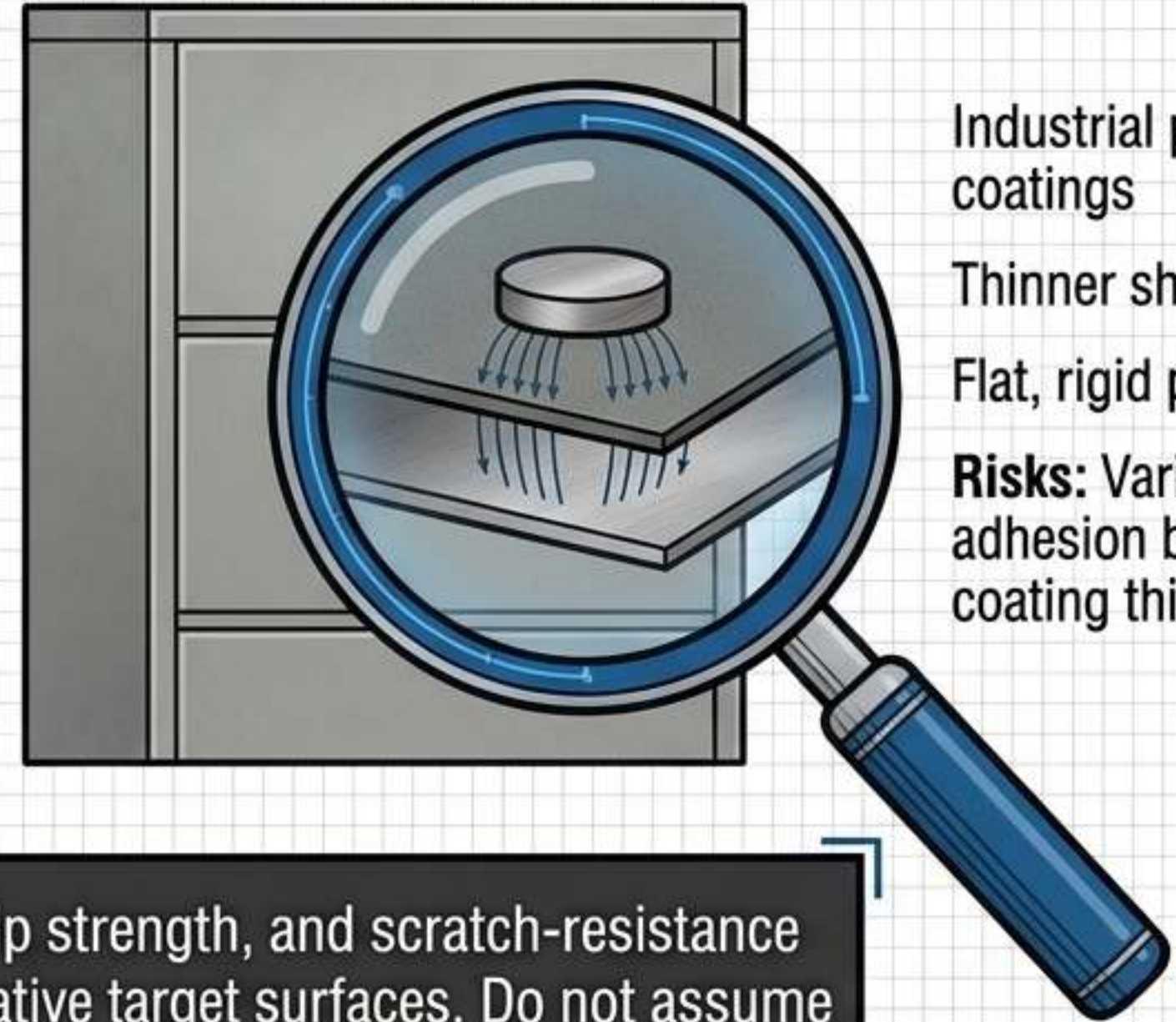
Evaluating the Target Display Surface

Household Appliances



Thick clear coats
Textured finishes
Curved panels
Risks: Weakened magnetic grip, potential for scratching.

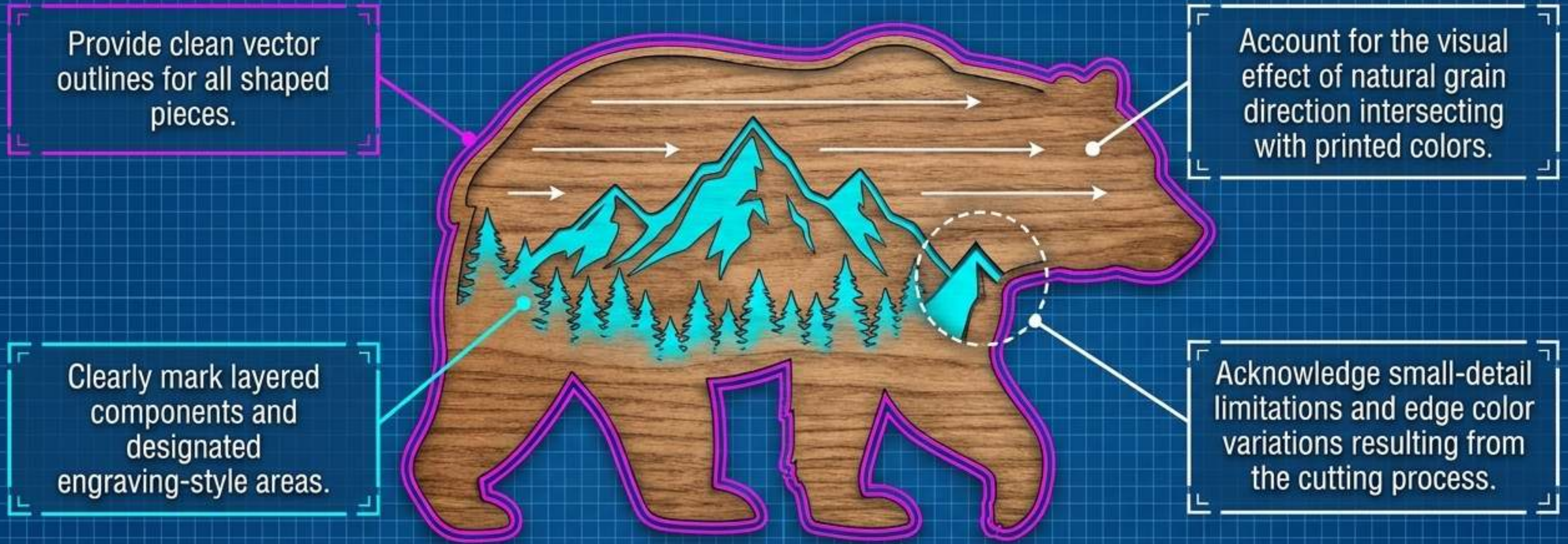
Office Cabinets



Industrial powder coatings
Thinner sheet metals
Flat, rigid planes
Risks: Variable adhesion based on coating thickness.

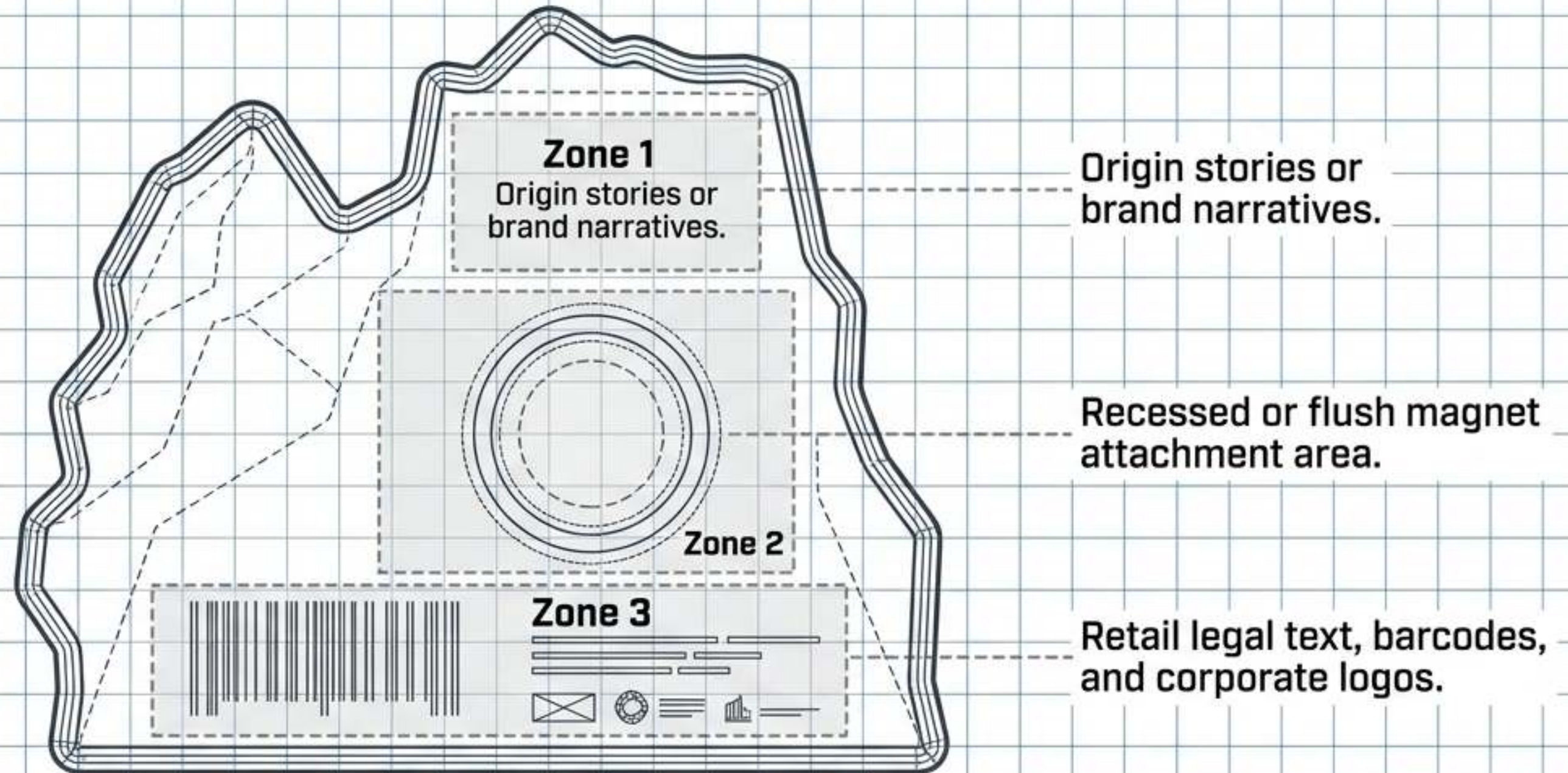
Diagnostic Action: Magnet behavior, grip strength, and scratch-resistance must be reviewed and tested on representative target surfaces. Do not assume universal adhesion across all appliance and cabinet coatings.

Preparing Technical Artwork for Production



File Requirement: Supply high-resolution print files for all illustrated surfaces.

Engineering the Reverse Side and IP



IP Authorization Check:
Confirm and document authorization for all landmarks, characters, and logos utilized in souvenir artwork.

Designing for Retail Presentation and Transit



The 8-Point Master RFQ Checklist



1. Intended use (retail, souvenir, gift, promo).



2. Wood visual, finish direction, shape, and layer concept.



3. Artwork, vector cut outlines, colors, and reverse-side content.



4. Target display surfaces and environmental exposure.



5. Natural variation, edge treatment, and appearance acceptance criteria.



6. Magnet attachment and handling requirements.



7. Quantity by design, mix ratio, and individual packaging needs.



8. Sample/testing criteria for finish, assembly, surface, and compliance.

Securing Technical and Commercial Commitments

The Rule of Quotation

Request quotation only after visual construction, artwork, attachment context, and retail packing are defined.

The Mandate for Review

Final commitments require quotation, artwork, and material review. Critical requirements mandate physical sample and testing review.

STRICT RESTRICTION: Do not claim specific wood species, coatings, magnet strength, sustainability status, durability, food safety, dimensions, price, MOQ, or lead time without explicit manufacturer confirmation.