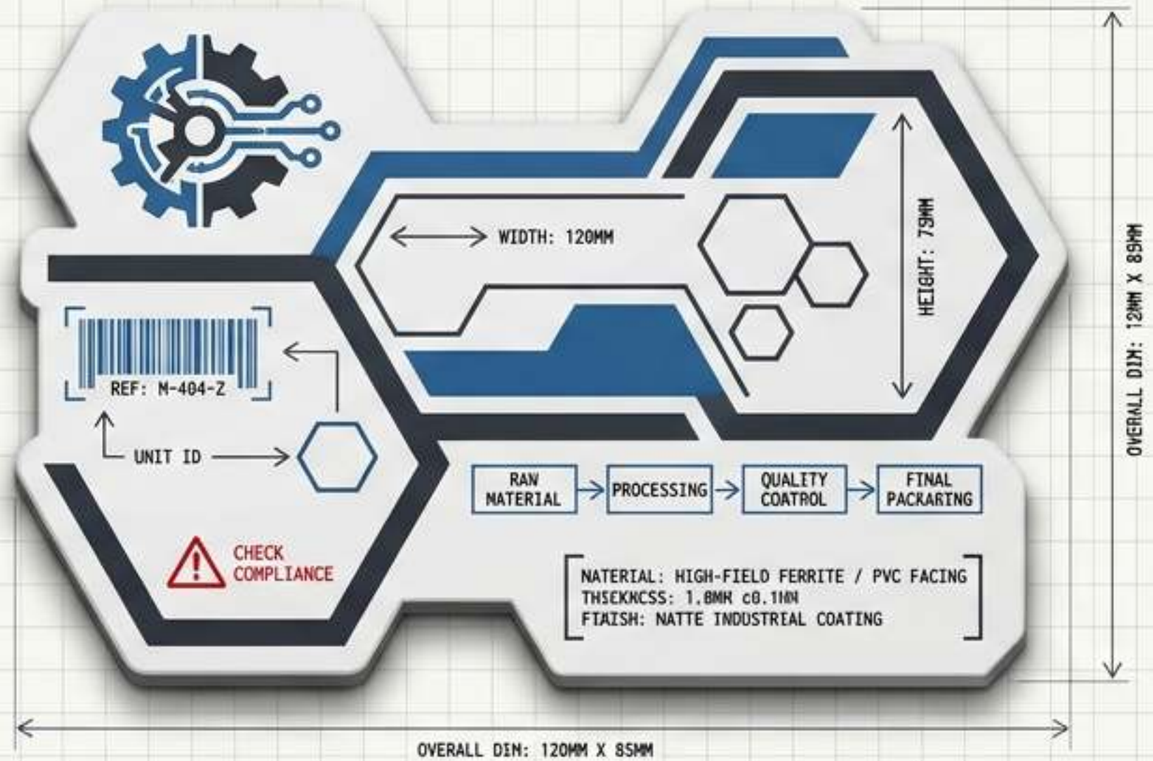
THE WHOLESALE PROMOTIONAL MAGNET PROCUREMENT PLAYBOOK

A B2B diagnostic guide to supplier sourcing, material formats, and true landed cost.



SPECIFICATION DOSSIER // REF: ZPCM0003-02

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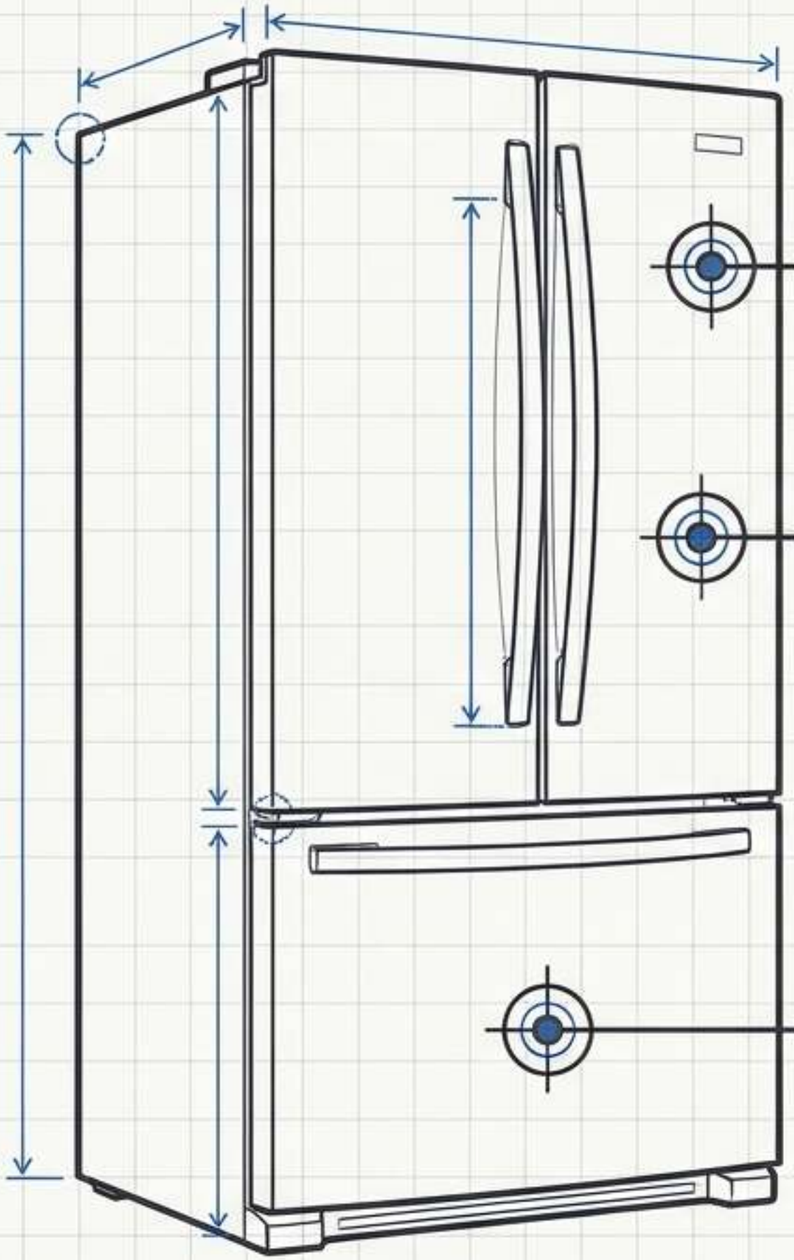

THE STAKES OF THE FRIDGE DOOR

The promotional magnet market represents a $450M footprint, but the true value lies in sustained household visibility. A warped, peeling, or sliding magnet doesn't just waste procurement budget–it forfeits a year of prime brand placement.

87% Americans with magnets currently on their refrigerators (CBS News).

67% Consumers who will keep a promotional magnet for at least a year (ASI 2026).

51% Consumers who use a promotional magnet as an active reference for contact info.

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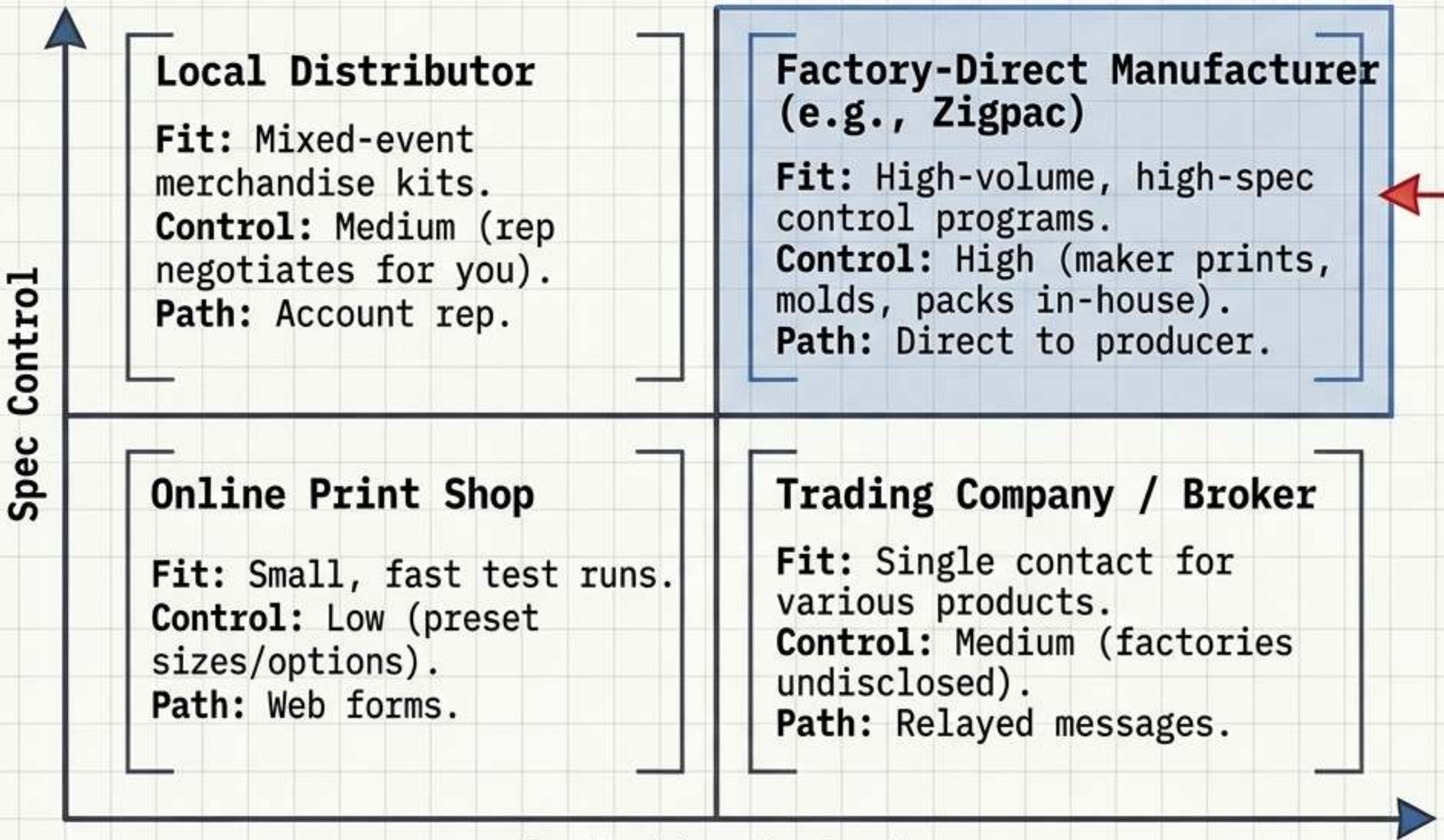
Sourcing Strategy: Who Controls the Production Line?



Local Distributor

Fit: Mixed-event merchandise kits.
Control: Medium (rep negotiates for you).
Path: Account rep.

Factory-Direct Manufacturer (e.g., Zigpac)

Fit: High-volume, high-spec control programs.
Control: High (maker prints, molds, packs in-house).
Path: Direct to producer.

Always ask:
Where is the magnet made, who issues the proof, and does the sample come off the bulk production line?

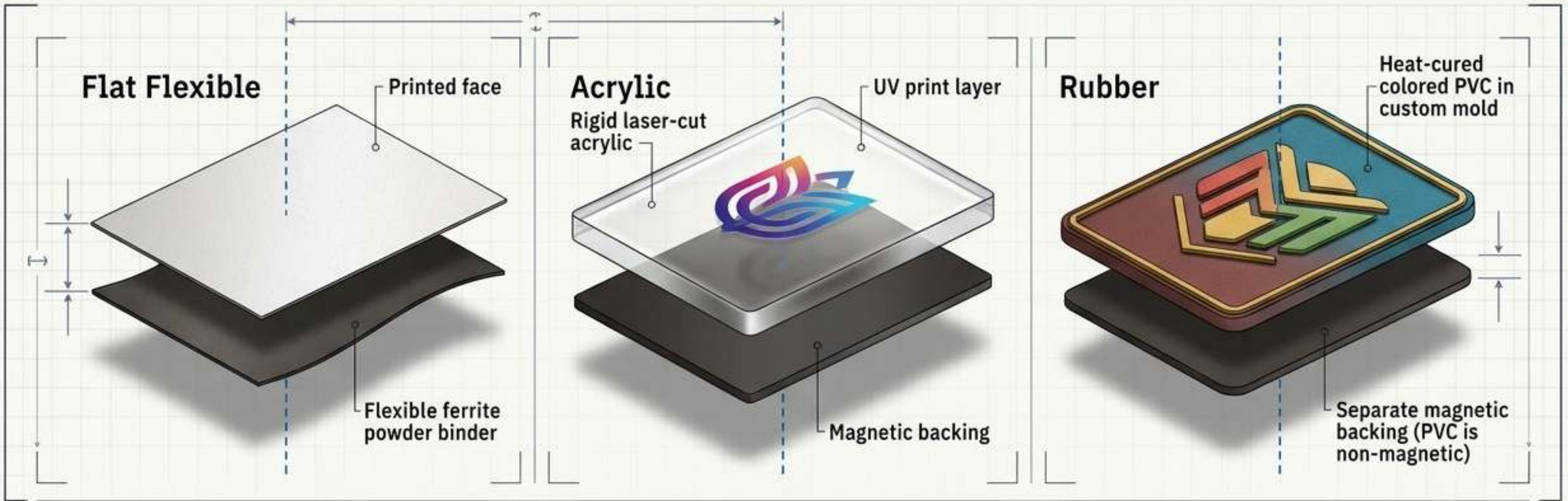
Online Print Shop

Fit: Small, fast test runs.
Control: Low (preset sizes/options).
Path: Web forms.

Trading Company / Broker

Fit: Single contact for various products.
Control: Medium (factories undisclosed).
Path: Relayed messages.

Material Anatomy & Format Selection



Flat Flexible

Layers: Printed face + Flexible ferrite powder binder.

Rule of Thumb: Best for information, calendars, mailers.

Specs: 7-10 days production | Tiers begin at 50 pcs.

Acrylic

Layers: UV print + Rigid laser-cut acrylic + Magnetic backing.

Rule of Thumb: Best for premium photo/logo gifts and keepsakes.

Specs: 7-10 days production | Tiers begin at 50 pcs.

Rubber

Layers: Heat-cured colored PVC in custom mold + Separate magnetic backing (PVC is non-magnetic).

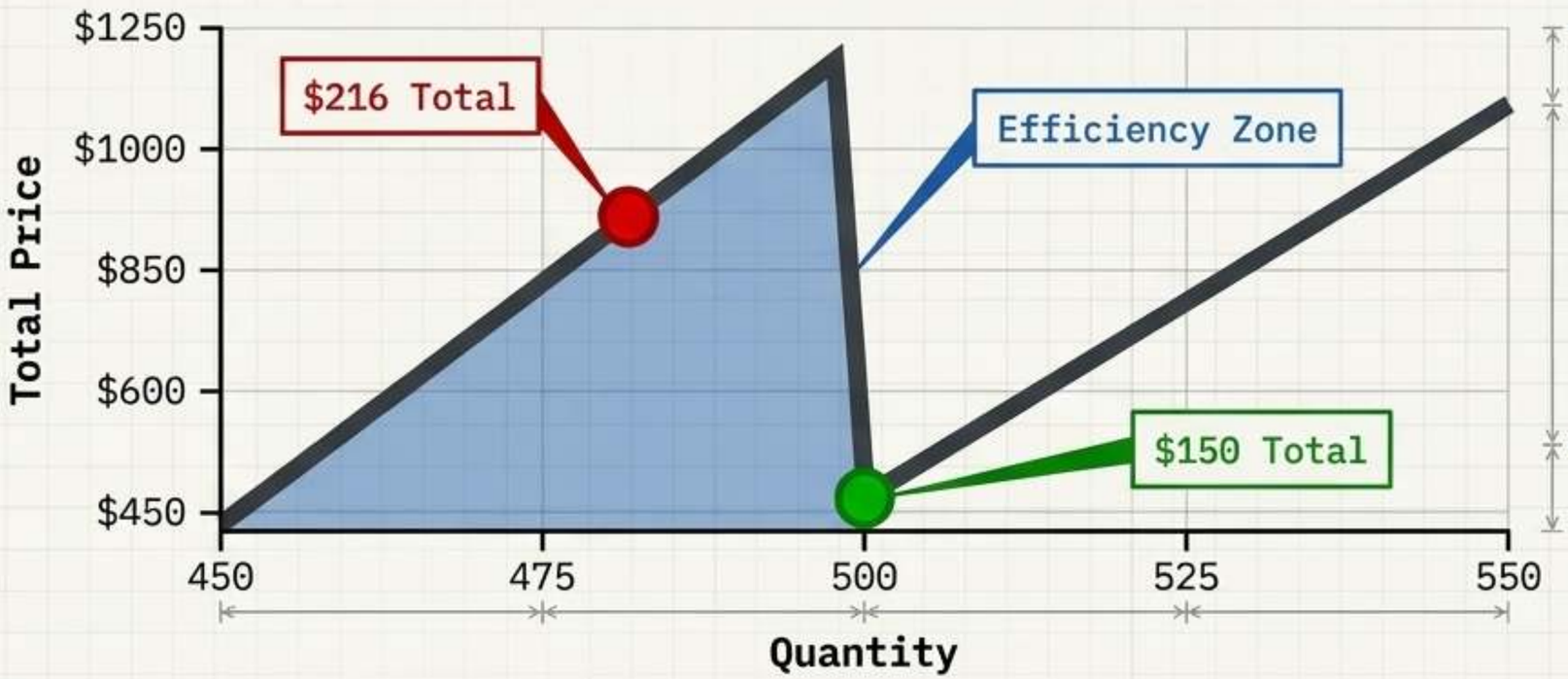
Rule of Thumb: Best for bold flat-color logos and mascots.

Specs: 10-15 days production | Tiers begin at 100 pcs | Requires custom mold.

The Pricing Math: Tier Breaks vs. MOQs

Wholesale tier tables are sets of price breaks, not fixed minimums. Because per-piece price drops drastically at specific thresholds, pushing your quantity to the next tier can paradoxically reduce your total cost.

The Inversion Curve



Data Trace

Scenario A: 480 flat magnets at the 100+ tier ($0.45 ea) = $216 Total

Scenario B: 500 flat magnets at the 500+ tier ($0.30 ea) = $150 Total

Takeaway: Always check where your quantity sits relative to the next price break before finalizing the PO.

The True Landed Cost Formula

$$\left[\left(\text{Product Cost}\right) + \left(\text{Setup/ Mold}\right) + \left(\text{Custom Packaging}\right)\right] \div \left[\text{Pieces that Pass Final Inspection}\right] = \text{True Landed Cost}$$

Product Face

Setup/Mold

Custom Packaging

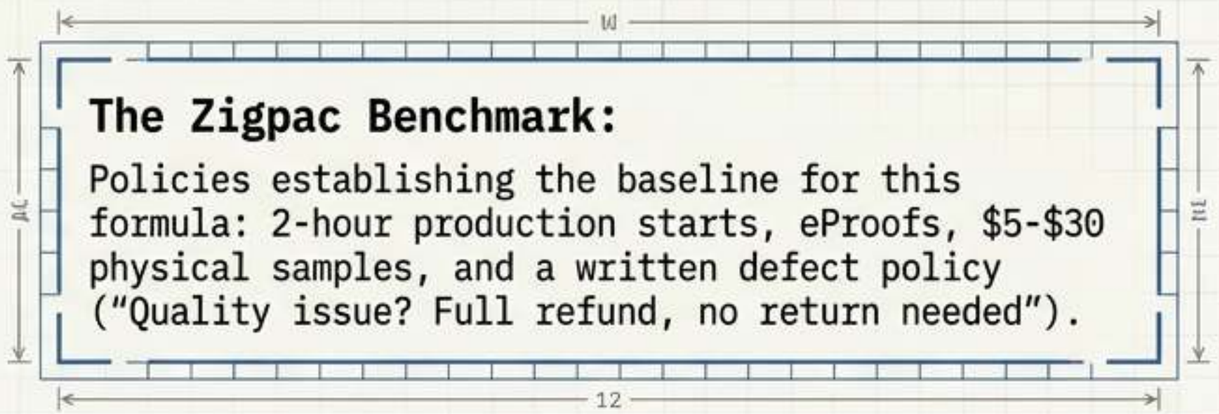
custom Test

Tanehite

Freight + Duty

The Divisor Risk:

A cheap headline unit price from a blind distributor becomes the most expensive option once high defect rates and hidden setup fees are factored into the divisor.



The Zigpac Benchmark:

Policies establishing the baseline for this formula: 2-hour production starts, eProofs, $5-$30 physical samples, and a written defect policy ("Quality issue? Full refund, no return needed").

The Master Spec Brief

Send one identical brief to every supplier. If variables change, quotes cannot be compared directly.

Format: [flat flexible].
Finished size: [width × height, custom cut line].
Quantity: [X] per design.
Artwork: [vector file].
Display surface: [client fridges].
Packaging: [individual mailer inserts].
In-hands date: [date]. **Delivery:** [postcode].

Please itemize unit price, setup/mold, sample, packing, freight, and production schedule.

On Width/Height: Larger pieces use more raw material and machine time.

On Display Surface: Dictates required magnetic holding power (e.g., steel filing cabinets vs. standard fridges).

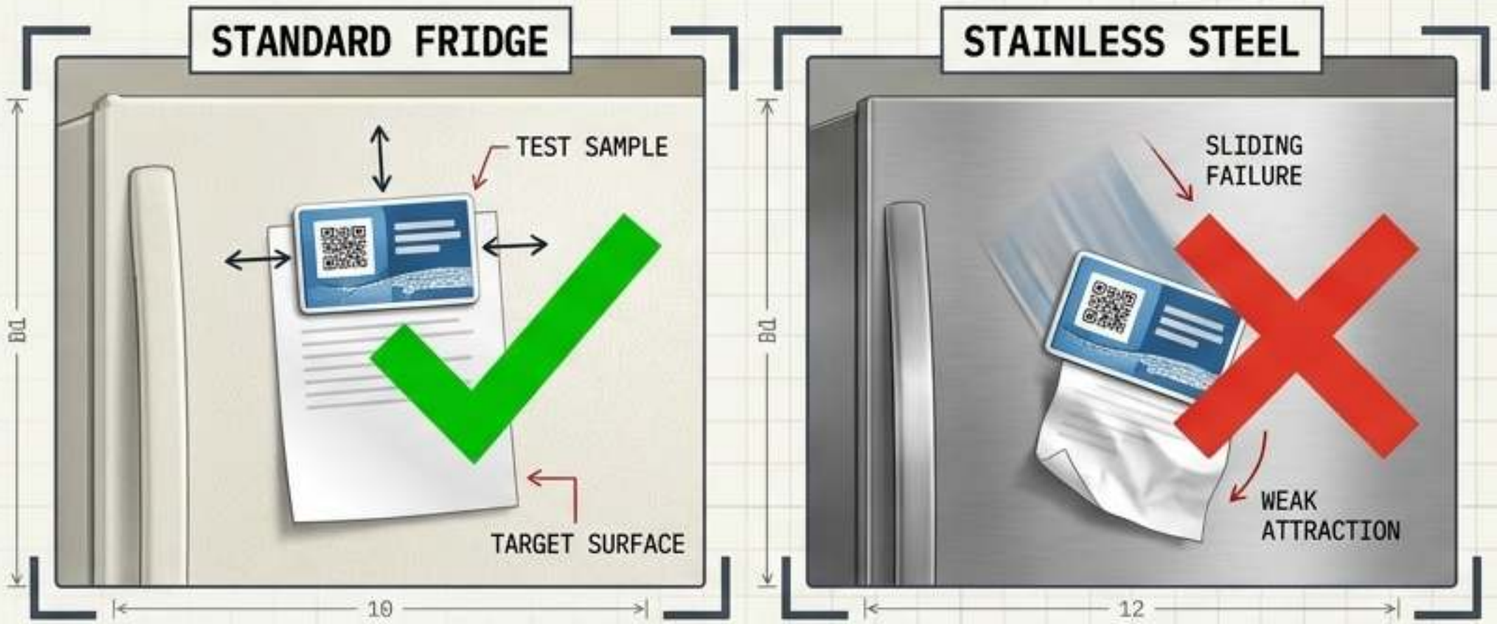
On Packaging: Individual bags drastically alter labor costs compared to bulk carton packing.

Master Spec Sheet

Quality Assurance: The Surface Test

Holding power is something you verify with a physical sample, not something you take on faith.

Stainless steel is no guarantee of magnetism.



Pre-Payment Checklist

1. Sample Verification

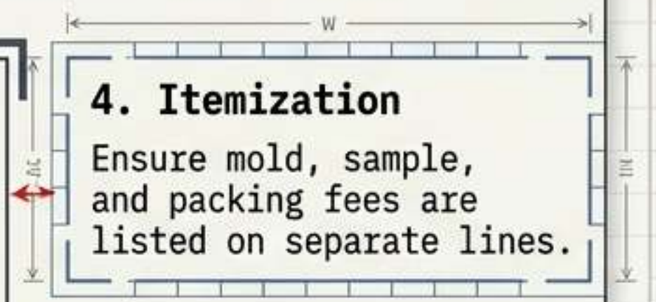
Verify color, flatness, edges, and backing on an actual production-line sample.

2. Surface Match

Test the physical sample on the exact target surface (e.g., client fridges vs. office cabinets).

3. Readability

Print a 1:1 paper mockup to scan QR codes from arm's length.



4. Itemization

Ensure mold, sample, and packing fees are listed on separate lines.

Master Spec Sheet

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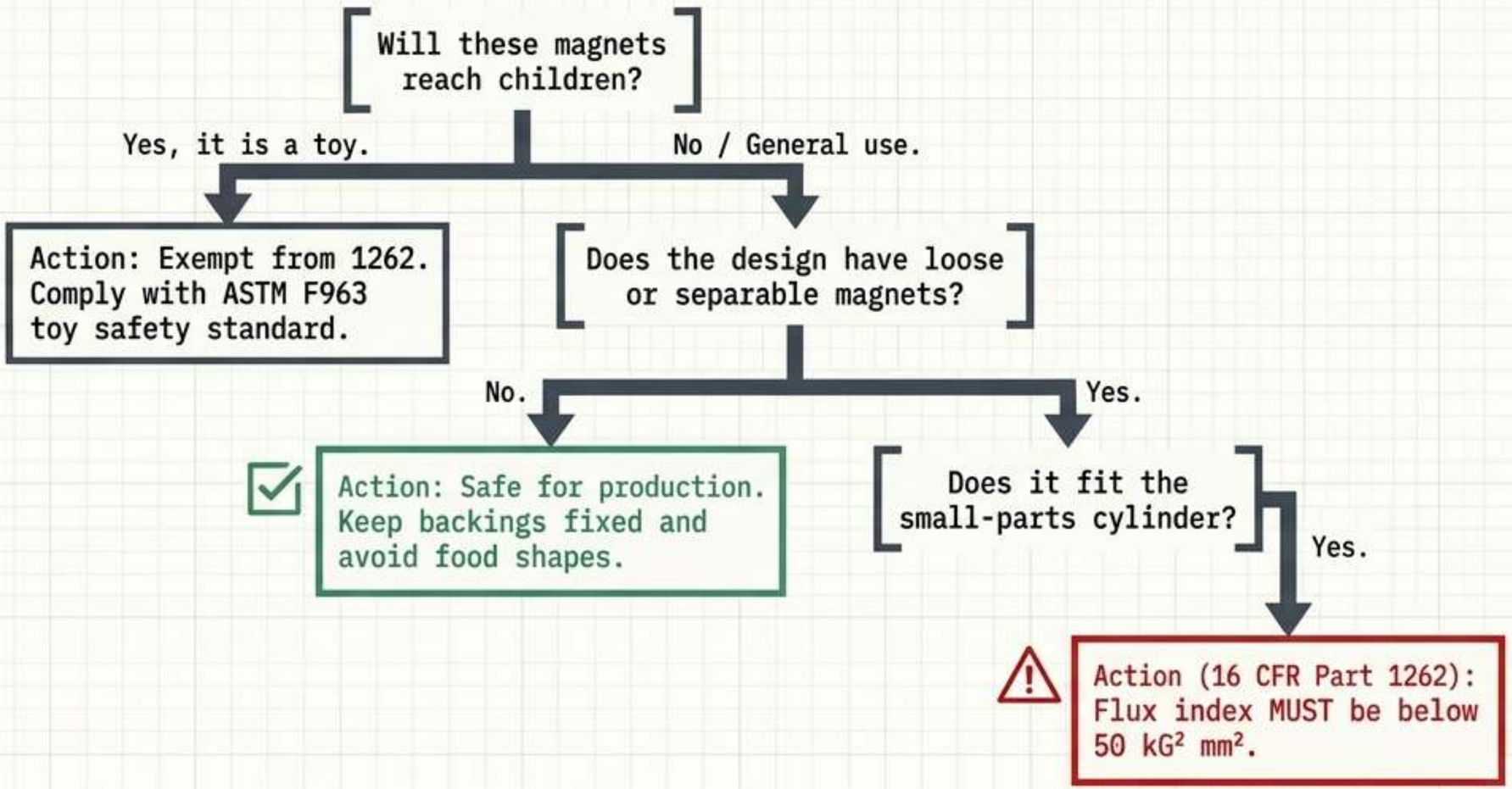
Compliance: Navigating the Small-Parts Mandate



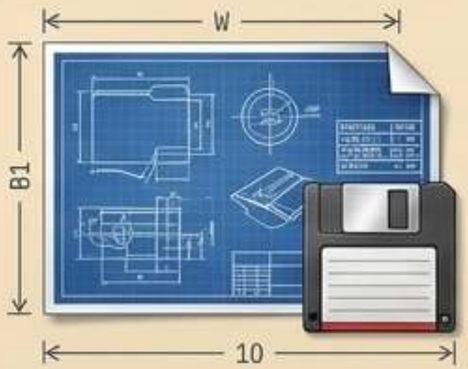
Context Note: A 2026 CPSC recall of 4,640 bear-shaped fridge magnets occurred due to loose components violating this exact standard.

Acceptance & The Reorder Engine

Upon delivery, compare cartons against your approved sample.
Check print registration, flatness, and corner adhesion.

To bypass the proofing phase next year, archive these four artifacts immediately:

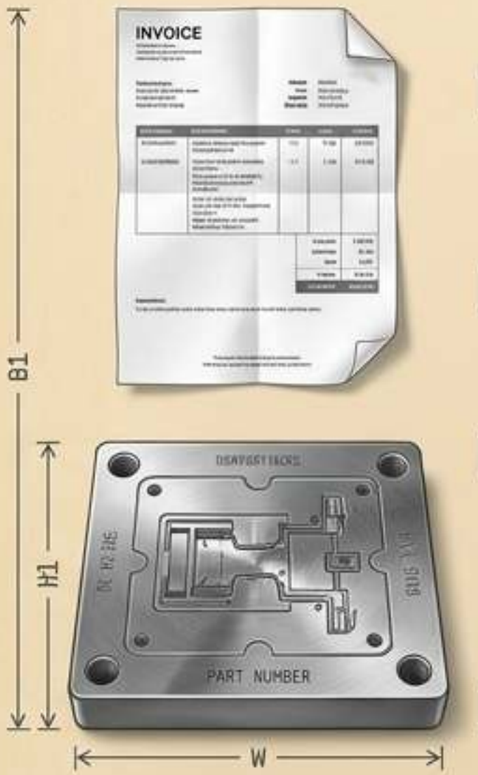
The Reorder Engine



Final Artwork File:
Saved with strict version control numbers.



Approved Physical Sample:
The benchmark for next year's color and adhesion.



Detailed Quote:
Preserving your tier pricing and exact packing specs.

Mold Reference Number:
Mandatory for 2D rubber magnets (agree on mold retention terms in writing during the first order).