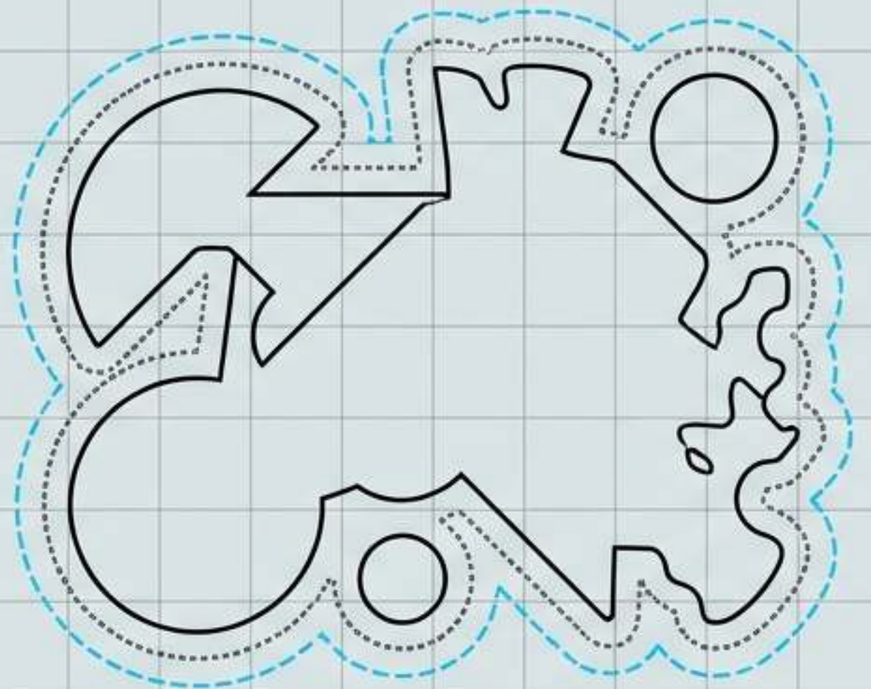
Specifying Custom Flat Fridge Magnets

A buyer’s guide to bridging the gap between digital previews and physical performance.



Reference: ZPCM0003 | Brands, Events & Creator Merchandise

Put your message where it will actually be found.

A flat flexible magnet serves a strictly practical purpose: the printed information must work at its actual display size.

Business Promotions

Priority on business name, service, and contact method. Avoid squeezing a brochure onto a small magnet.

Events & Celebrations

Priority on dates and names. Keep supporting details separate.

Creator Merchandise

Evaluate narrow cuts and small lettering. Choose crops that preserve subjects.



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The danger of a disappointing giveaway.

A magnet can look convincing in a screen preview yet arrive with unreadable text, an unexpected crop, or a backing that fails to hold. Discovering these flaws after delivery leaves no room for correction. The solution is a specification-led order.

The Illusion



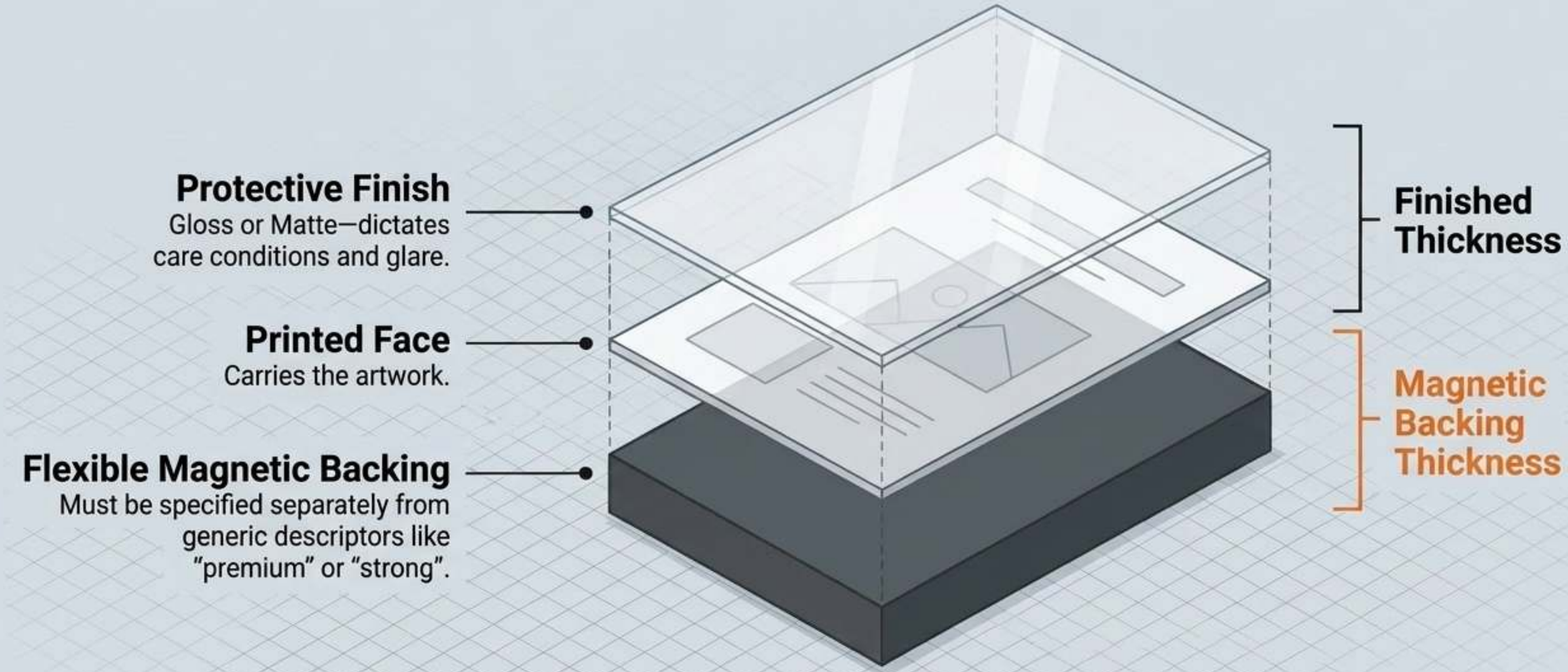
The Reality



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Defining the flat flexible format.

Magnetic backing thickness and finished thickness are not interchangeable. A printed face and protective layer contribute to the structure but do not establish magnetic performance.

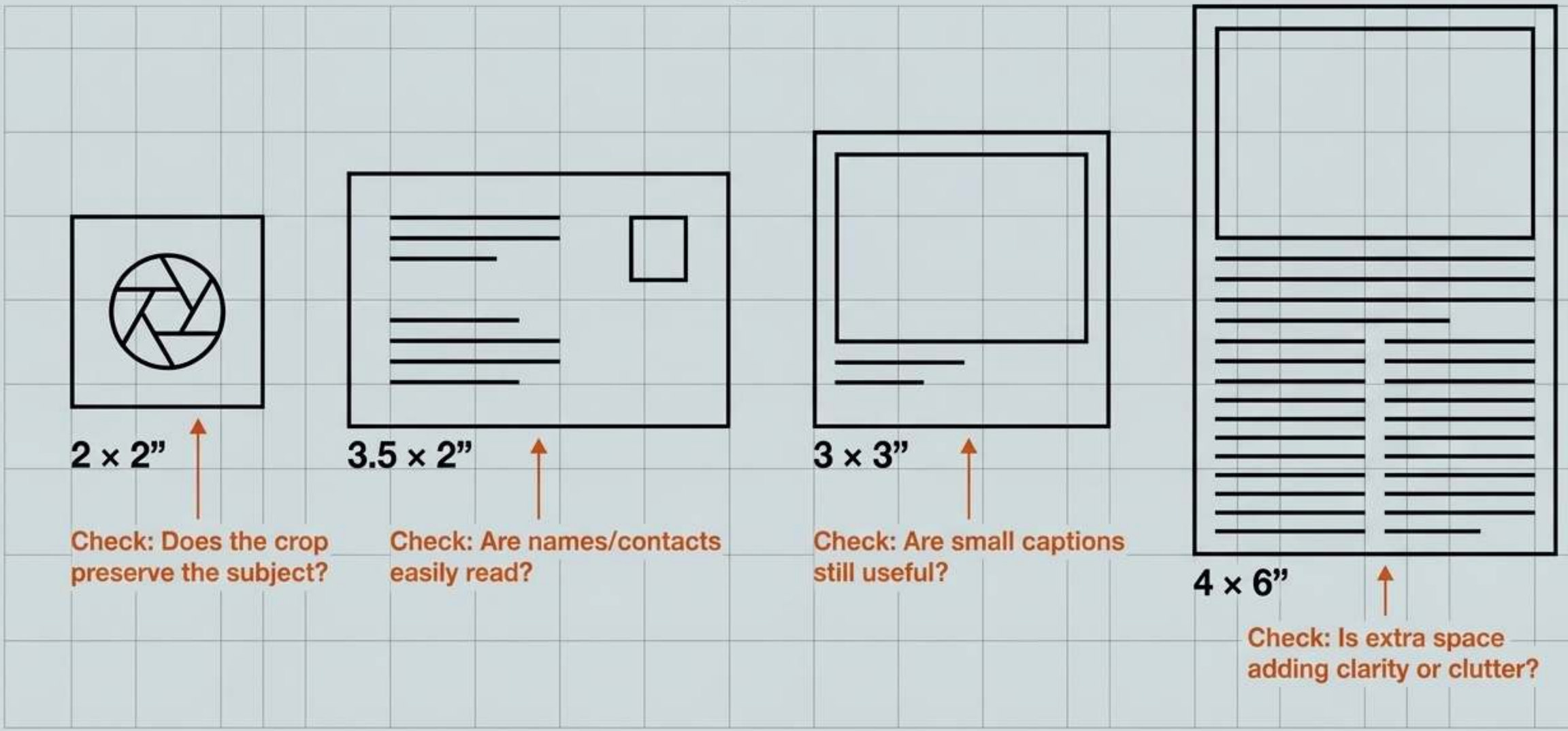


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Compare formats by construction, not just the word ‘magnet’.

	Format	Visual Experience	Boundaries to Verify
1	Flat Flexible (ZPCM000) (ZPCM0003)	Flat printed format for contact details/photos.	Verify: Backing, flatness, surface grip.
2	Paper-Faced Laminated	Print-led construction.	Verify: Edge protection, moisture exposure.
3	Epoxy-Domed	Raised glossy appearance.	Verify: Different profile, separate sample requirements.
4	Acrylic / Button-Style	Rigid handling experience.	Verify: Attachment components.
5	Molded PVC / Metal	Molded appearance.	Verify: Tooling, schedule.

Form follows content.
Choose size around readability.

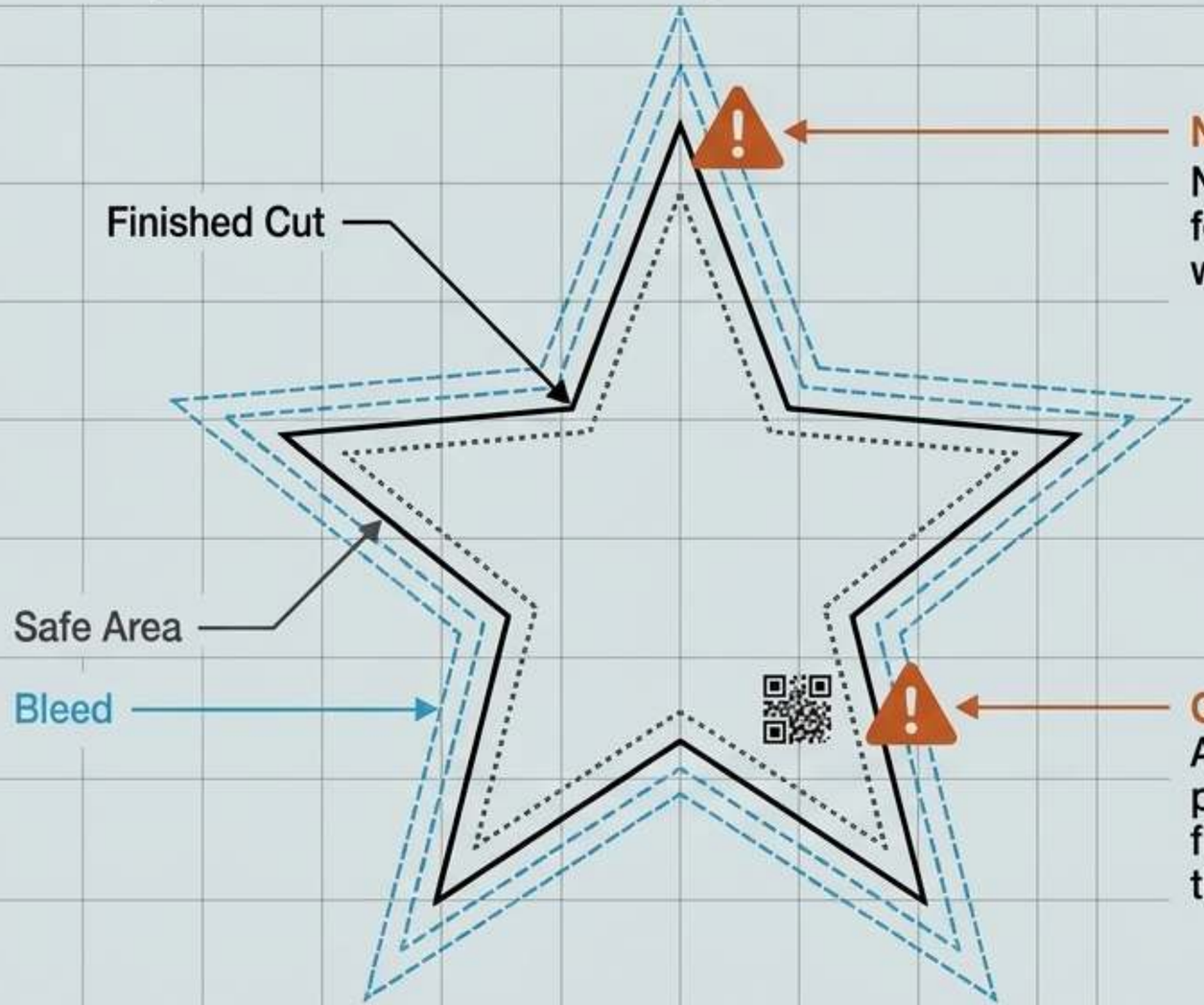


Note: These are planning examples, not confirmed available sizes. Request dimension verification.

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Translating design to the die-cut footprint.

Review the usable printed area, not just the bounding rectangle.



Narrow Cuts

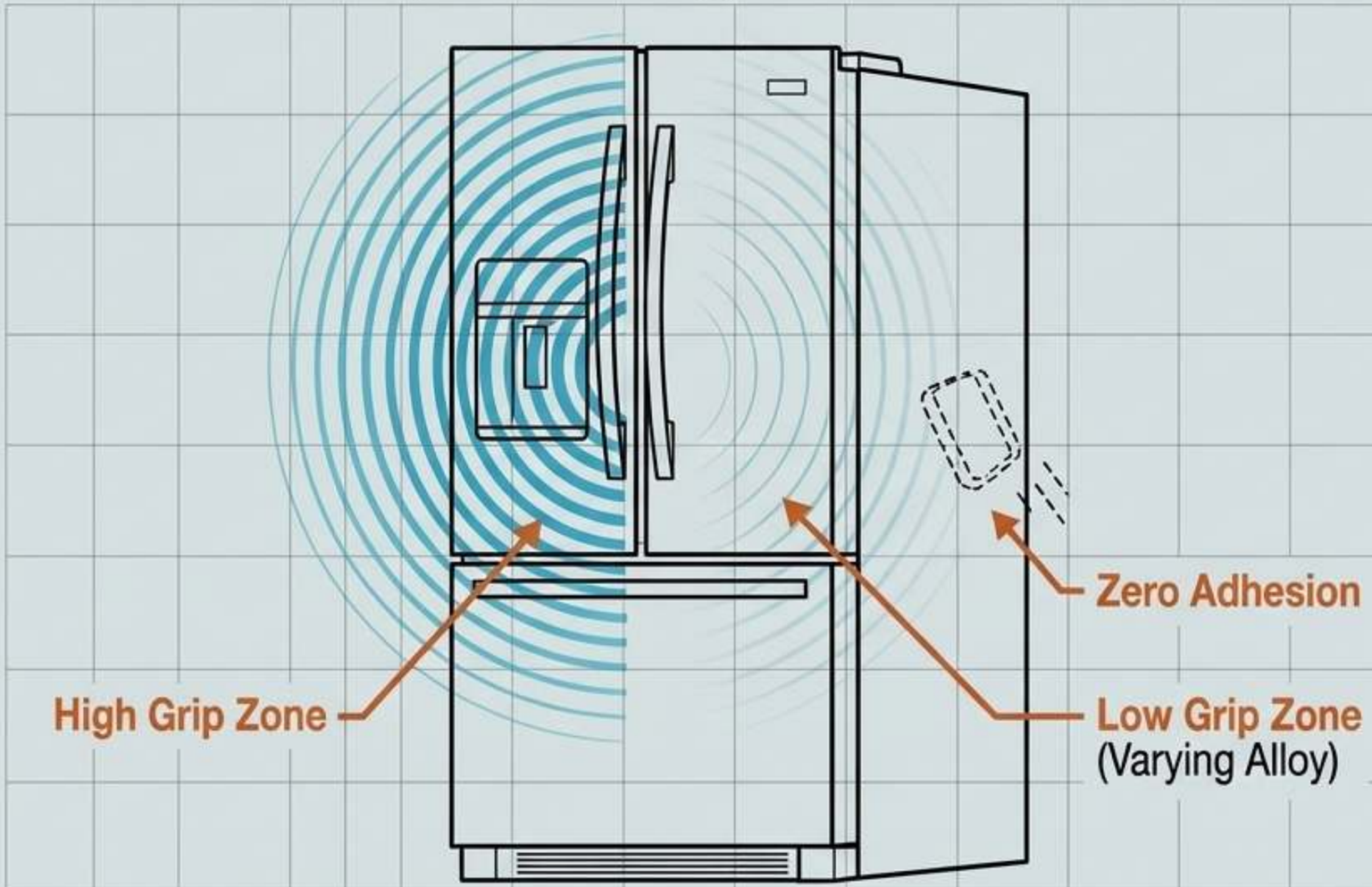
Narrow sections leave little room for lettering and reduce contact with the display surface.

QR Codes

Always test scanning from a printed, physical mockup at final proposed size. Verify the destination.

The appliance dictates the performance.

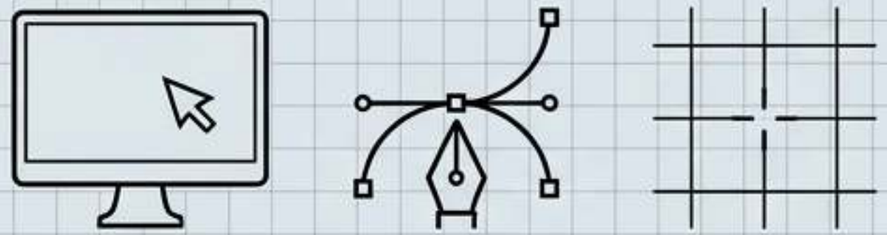
Stainless steel is not a universal compatibility label. Magnetic response varies drastically depending on material composition and surface finish.



Test the exact display location with a known magnet, **then evaluate the proposed product sample in that precise environment.**

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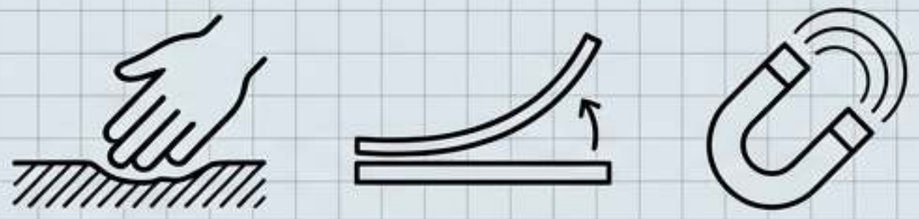
Two distinct phases of approval.



Path A: The Digital Proof

Used exclusively for:

- Layout & Content review
- Cut position alignment
- Bleed boundary checks



Path B: The Physical Sample

Required to establish:

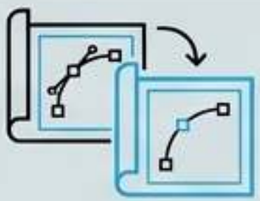
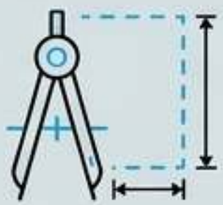
- Feel of the protective finish
- Magnetic holding performance
- Exact physical color appearance
- True material flatness

A digital proof cannot establish physical performance.
If handling matters, request a physical sample.

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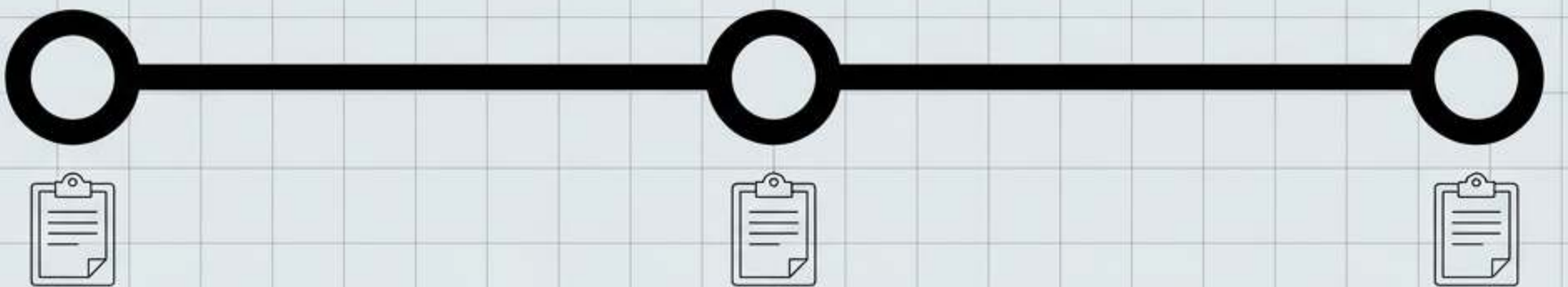
Preparing artwork for reliable transfer.

Digital Pre-Flight Checklist

☐		Supply original artwork (not a screenshot). 300 ppi at final size is a common target, but verify with the chosen process.
☐		Separate the intended cut boundary from the artwork layer.
☐		Use the assigned template. Do not borrow safe-area measurements from other suppliers.
☐		Confirm color workflow and approve a specific, identifiable file version to prevent production version-control errors.

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Defining production checkpoints.



Before Printing

Confirm artwork version, dimensions, material description, and color reference.

Before Committing Run

Establish physical sample requirement, cost, and represented characteristics.

Before Dispatch

Review agreed inspection evidence, quantities, and packing methods.

Keep transit estimates separate from production time.
No product-specific lead time is guaranteed without a custom quote.

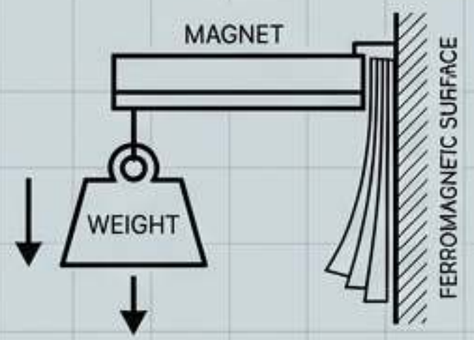
Replace "Looks Good" with clear acceptance criteria.

Inspector's Clipboard		
Check	**Method**	**Record**
Size/Cut	Measure finished piece vs. approved proof.	Dimensions, tolerances
Print/Readability	Review lettering/color.	Acceptable appearance
Flatness/Bonding	Inspect for curling or layer separation.	Rejection criteria
Magnetic Performance	Test on intended surface under load.	Observation period, load arrangement
Cleaning/Finish	Evaluate cleaning method on sample.	Permitted care method
Back Surface	Inspect for roughness/debris.	Surface condition

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Beware of unsupported performance claims.

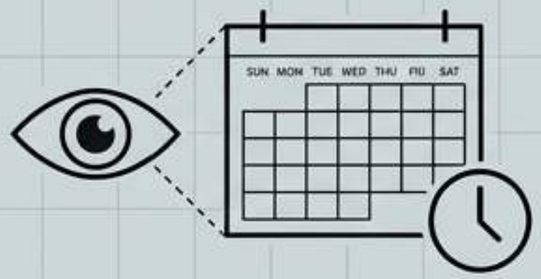




Holding Capacity

No inherent tested capacity exists for this SKU. A material pull rating does not equal a promise of how many sheets a finished design can hold. Validate via sample.

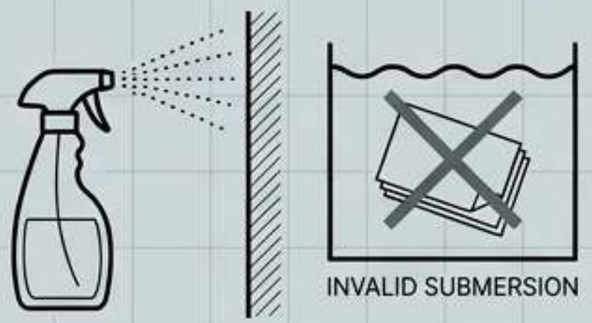




Durability

Do not approve ‘scratch-free’ or ‘fade-proof’ without relevant evidence. Brief inspections cannot establish years of durability.





Water Resistance

Splashes ≠ submersion. No waterproof performance is verified for this product. Specify exact moisture exposure conditions in your brief.

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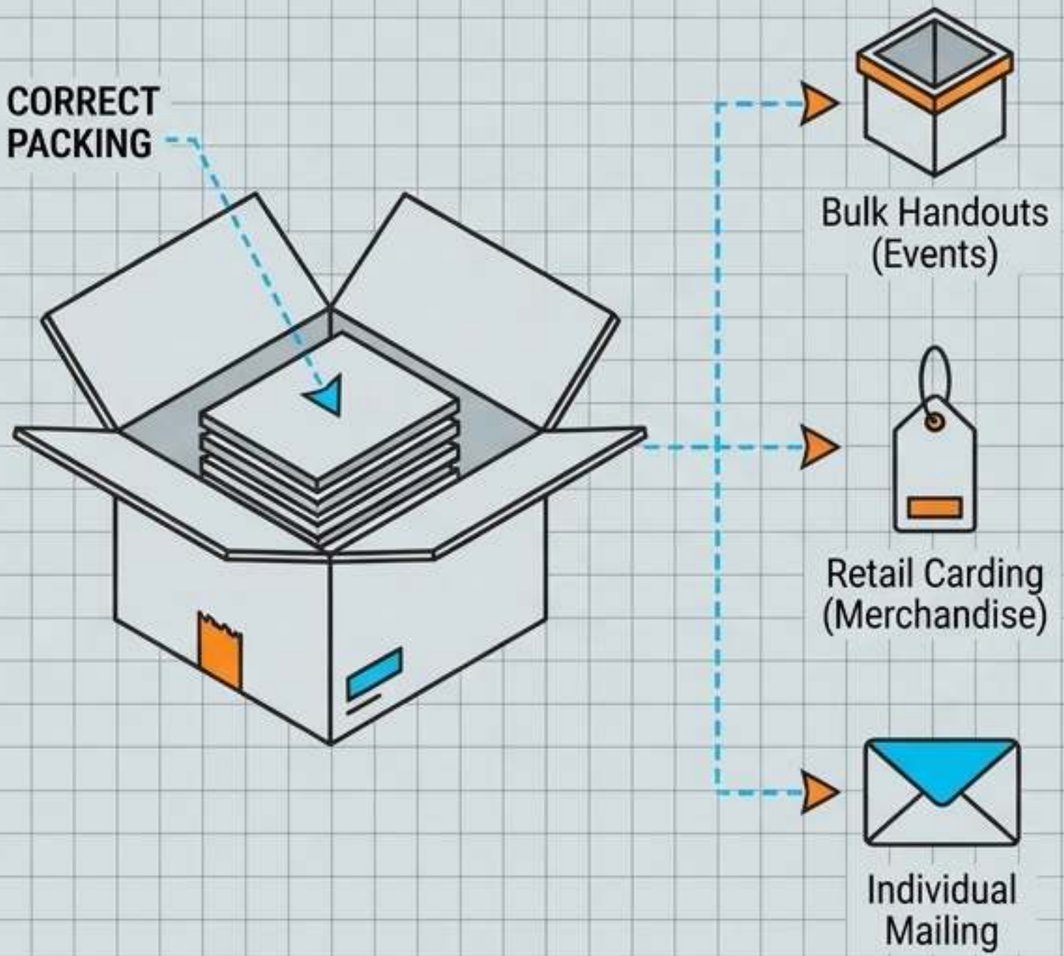
Protecting the approved result in transit.

Packing & Mailing

Specify packing around your distribution route to keep pieces flat and protect faces.

Assess the complete assembled pack for weight.

A flat format does not guarantee postage eligibility.



Safety Context

US magnet rule applies to covered products.

Magnets fitting within a small-parts cylinder must have a flux index below 50 $kG^2\ mm^2$.

Don't assume exemptions.

Build your quote-ready brief.

A clear brief connects your display intent with physical reality, ensuring accurate pricing and avoiding unrelated ratings.

Product Ref: [ZPCM0003]
Construction: [Specific Backing] + [Printed Face] + [Finish]
Artwork & Dimensions: [Final File] @ [Finished WxH]
Intended Surface & Load: [e.g., Stainless Steel Appliance, holding 1 sheet]
Required Sample Checks: [List specific QC matrix items]
Commercials: [Quantity per design], [Packing preference], [Arrival Date]