



Contact Methods
Mob: (86)18668768846
Tel: (86) 577 68668118
Wechat: zigpac123
Skype: bruce.chan1999
E-mail: bruce@zigpac.com
Whatsapp: +86-18668768846
Telegram: @Zigpacstickers

Company Info
Name: Wenzhou Zigpac Industry Limited
Address: No. 148-152, Building C, Jiangbin
Commercial and Residential Building, Longgang
City, Wenzhou City, Zhejiang 325802, China



YOUR CUSTOM PRINTING & PACKAGING PARTNER FOR SMALL AND MEDIUM BUSINESSES



Car Magnets for Business: Where They Pay Off, How to Judge the Return and How to Protect the Paint

Details

Quick answer: Car magnets for business work best on service vehicles, employee-owned cars and short seasonal campaigns, where a removable sign beats a permanent wrap. They pay off when the car is seen often in your service area, the message reads in seconds and responses are tracked. Placing them on flat steel panels and removing them for regular cleaning keeps them secure and protects the paint.

Car magnets for business turn a vehicle that is already on the road into a removable sign. The format is simple: a printed flexible magnetic sheet that clings to a steel door or tailgate and comes off whenever you need the car back to plain. The questions owners actually ask are less simple. Which vehicles and campaigns justify the spend? How do you know the sign is working? What stops it from flying off on the highway or leaving a mark on the paint? This guide answers all three.

Why so many vehicle magnets underperform

Most small businesses already pay for the vehicles their staff drive to jobs, and many of those vehicles travel through the exact neighborhoods the business wants to reach. Yet a large share of them drive unbranded. A full wrap feels like too big a commitment for a leased van, and it is a non-starter for an employee's personal car.

Magnets solve the commitment problem, but they bring problems of their own when they are treated as "stick on and forget." A sign with a lifted corner can peel off at speed. Grit trapped underneath abrades the clear coat. Moisture that sits under the sheet for weeks can mark the finish. The panel around the magnet also keeps fading in the sun while the covered area does not, which can leave a visible outline. On top of that, signs crowded with phone numbers, slogans and service lists cannot be read from the next lane.

Each of these failures has a practical fix. The rest of this article covers which uses suit magnets, how to check whether they are earning their keep, and the placement, care and removal routine that prevents most failures.

Contents

1. [What business car magnets are and how they hold](#)
2. [Which businesses get the most from car magnets for business](#)
3. [How to judge whether the magnets will pay off](#)
4. [Placement, daily care and removal rules](#)
5. [Magnets vs. wraps, decals and leave-behinds](#)
6. [Safety and compliance notes](#)
7. [FAQ](#)
8. [Key takeaways](#)

What business car magnets are and how they hold

Business car magnets are printed signs built on [flexible magnetic sheeting](#)^[1]. The sheeting is the same basic material used in flat promotional magnets: ferrite powder bound in a rubber or plastic compound, then magnetized in a striped pattern so that most of the holding force sits on one face. A printed and protected top layer carries the message. Sheeting made for vehicles is generally heavier than sheeting made for fridge giveaways, because it has to resist wind load as well as gravity.

The holding force depends on contact. The magnet grips only ferromagnetic metal, so it will not hold on aluminum body panels, fiberglass, plastic bumpers or composite tailgates. It also loses grip quickly across gaps, which is why a sign stretched over a body crease, rubber trim or a door seam is the one that comes off. Before ordering for any vehicle, hold an ordinary fridge magnet against each panel you plan to use. If it slides or will not stick, that panel is not a candidate.



Which businesses get the most from car magnets for business

Magnets are strongest where a sign has to come off, change often, or be tested before anyone commits to something permanent. Four situations account for most of the value.

Service fleets that drive the same territory every day

Plumbers, electricians, cleaners, lawn crews, pest control, mobile groomers and home-care providers park outside customers' houses for an hour or more at a time. That parked time matters as much as the drive. Neighbors see a branded van in the driveway next door, which is exactly where the next job is likely to come from. For a leased or soon-to-be-replaced vehicle, magnets deliver most of that visibility without the install and removal work a wrap involves at lease end.

Employees and contractors who drive their own cars

Sales reps, real-estate agents, delivery drivers and franchise staff often use personal vehicles for work. Company magnets for car doors let the business brand those trips while the employee keeps a plain car on weekends. Put the arrangement in writing: who owns the magnets, when they are expected to be on the vehicle, who looks after cleaning, and that the set comes back when the person leaves. It is also worth asking staff to confirm with their own insurer how business use of a personal car is covered. Some regulated commercial vehicles must carry permanent identification markings, and a removable sign may not satisfy that requirement, so check your local rules before relying on a magnet for anything mandatory.

Events, launches and seasonal campaigns

Because the sign is removable, the message can follow the calendar: a grand-opening announcement for six weeks, a winter service offer, a sponsorship during a local festival. Keep the permanent identity (name, service, contact) on one set and run the time-limited offer on a second, smaller magnet. When the season ends, you replace only the offer.

Testing before committing to a wrap

Magnets are a low-risk way to find out whether vehicle branding brings in calls at all, and which message does. Run two versions on different vehicles, track responses separately, and use what you learn to brief a permanent wrap later.

The format is a poor fit for aluminum or fiberglass bodies, heavily sculpted doors with no flat area larger than the sign, and vehicles that stay parked outdoors for long periods without anyone available to remove and clean the magnet.

How to judge whether the magnets will pay off

No reliable public benchmark measures impressions for vehicle magnets specifically, so treat any headline "views per day" figure with caution. Build your own estimate from four inputs instead.

Factor	What to check	How it moves the result
Exposure	Daily driving inside your service area, plus hours parked where the public can see the vehicle	Driving outside your market produces views that cannot turn into customers
Readability	Can a passer-by take in the business name, the service and one contact method in about three seconds?	Each extra line of text reduces what a driver actually remembers
Attribution	A dedicated phone number, short web address or offer code that appears only on the vehicles	Without one, you are guessing about results
Cost period	Total cost of the set divided by the number of months it will realistically stay in use	Signs that are cared for last longer, which lowers the monthly cost

The simplest test is break-even: divide the monthly cost of the magnets by the profit on an average new job. If one extra job per quarter covers the cost, the hurdle is low. Review tracked responses after a full season, not after the first week.

Vehicle signage also works better when it is part of a sequence. The van parked outside a customer's house creates awareness. A small branded item left behind after the visit keeps the contact details in the home. Research from the Advertising Specialty Institute supports this second step: its [2026 Global](#)

[Advertising Impressions Study](#)^[2] reports that 67% of consumers would keep a promotional magnet for at least a year. The study puts lifetime exposure for a magnet at roughly 750 impressions, at an average cost of about one-tenth of a cent per impression. The setting helps too. A [CBS News poll](#)^[3] found that 87% of Americans had magnets on their refrigerators. If you want a matching leave-behind for after the service visit, our [custom flat flexible magnets](#) page covers sizing, surface finish and artwork approval, so those details are not repeated here.

The wider category is substantial. A [PPAI economic impact study](#)^[4] credits branded merchandise with supporting \$472.3 billion in global GDP. That figure reflects the scale of the industry, not the return any single campaign will earn. Your own tracking is still the only number that tells you whether your magnets work.



Placement, daily care and removal rules

Most failures of advertising magnets for cars, whether lost signs, edge lift or paint marks, come from handling rather than from the material. The routine below covers the full cycle.

Placement

1. **Choose a flat steel area larger than the sign.** Front doors and the flat part of a rear door or tailgate usually work best. Keep the magnet away from body creases, emblems, handles, trim strips, wheel-arch curves and door gaps.
2. **Clean and dry both surfaces.** Wash the panel and the back of the magnet, then let both dry completely. Grit on either side is the most common cause of scratches.
3. **Apply from one edge.** Hold the sign slightly away from the panel, set one edge down, and let the rest roll onto the surface so no air is trapped. Do not slide it into position once it has made contact.
4. **Check every edge by hand.** Run a finger around the perimeter. Any edge that lifts will catch the wind. Reposition the sign rather than pressing it down over a curve.
5. **Keep the sign off fresh paint.** After bodywork or a respray, ask the body shop when the finish has fully cured before applying any magnet.

Daily and weekly care

- Look at the corners before the first drive of the day, and again after very windy or very cold weather.
- Remove the magnet at least once a week. Wipe away moisture and dirt from both the panel and the back of the magnet, and let both dry before refitting.
- Take magnets off before automatic car washes and pressure washing, and refit them only on a dry panel.
- Move the sign slightly when you refit it, or take it off on days it is not needed. This evens out sun exposure and reduces the chance of a visible outline in the paint.
- Store spare or seasonal sets flat, printed side up, away from heat. Do not roll or fold them, and do not store them stuck to each other.

Removal

Lift one corner with a fingertip and peel the sign back slowly. Do not slide it across the panel, because that drags any trapped grit over the clear coat. Never use a blade or screwdriver to pry up an edge. Once the magnet is off, wipe the area where it sat and check for marks while the cause is still easy to fix.



Magnets vs. wraps, decals and leave-behinds

Vehicle magnets are one tool among several. Choose the one that matches how long the message will last and who owns the vehicle.

Option	Commitment	Changing the message	Paint considerations	Best fit
Vehicle door magnets	None; remove any time	Swap or reprint one set	Needs regular removal and cleaning	Employee cars, leased vans, seasonal offers, tests

Option	Commitment	Changing the message	Paint considerations	Best fit
Full or partial vinyl wrap	Long-term, professionally installed	Requires rework by an installer	Professional removal recommended	Owned fleets with a stable brand
Cut vinyl lettering or decals	Semi-permanent	Remove and replace	Removal may need heat and care	Owned vehicles, required identification
Flat fridge magnets left after a visit	None for the vehicle	Reorder with new artwork	Not applicable	Keeping contact details in the customer's home

Many service businesses combine the first and last rows: a removable sign for visibility on the street and a small magnet for the customer's fridge after the job. When you are ready to brief the second piece, the [flat magnet product page](#) explains how to turn your artwork into a quote-ready specification.

Safety and compliance notes

A large flexible door sign is not what the U.S. [Safety Standard for Magnets \(16 CFR Part 1262\)](#)^[5] targets. That rule covers products with loose or separable magnets used for amusement, jewelry or stress relief. It requires any such magnet small enough to fit the small-parts cylinder to have a flux index below 50 kG² mm². The rule becomes relevant if your campaign also hands out small magnetic novelties, especially to families. The [CPSC business guidance on magnets](#)^[6] explains scope and certification. In a [2025 letter to ASTM](#)^[7], CPSC staff discussed tightening the threshold because ingestion incidents had continued. Flat, single-piece printed magnets with no detachable parts avoid most of these concerns.

Supply headlines about magnets usually concern rare-earth types. One example is a new [rare-earth-free magnet plant in Minnesota](#)^[8], planned to produce 1,500 tons a year by 2028. Vehicle and fridge signs are made from ferrite sheeting, so that debate is largely separate from what you order for a door sign.

FAQ

FAQ: Do car magnets damage paint?

Not when they are used correctly. Damage usually comes from grit trapped underneath, moisture left under the sheet for weeks, sliding the magnet during removal, or uneven sun fading around a sign that never moves. Weekly removal and cleaning, lifting rather than sliding, and keeping magnets off uncured paint prevent most problems.

FAQ: Will a magnetic sign stay on at highway speed?

A sign lying flat against steel, with every edge in contact, is designed to stay on. Signs come off when air gets under a lifted corner, usually because the magnet crosses a body line or trim, or because dirt is holding it away from the panel. Check the edges before each trip. If any edge will not sit flat, choose a different spot.

FAQ: Why won't my magnet stick to my truck or van?

The panel is probably aluminum, fiberglass or plastic, and magnets only hold on ferromagnetic steel. Test every panel with an ordinary fridge magnet before ordering. If none of the panels are steel, consider window graphics or vinyl lettering instead.

FAQ: Can I go through a car wash with magnets on?

Take them off first. Brushes and high-pressure jets can catch an edge, and water forced under the sheet stays trapped against the paint. Refit the magnets once the panel is completely dry.

FAQ: Is it fair to ask employees to put company magnets on their own cars?

It works well as a voluntary arrangement agreed in writing. That agreement should cover ownership of the magnets, when they should be displayed, who handles care, and returning them when employment ends. Ask employees to check with their insurer about business use of a personal vehicle, and do not rely on a removable sign where permanent commercial markings are legally required.

FAQ: What should a vehicle magnet say?

Put your business name, what you do and one way to get in touch, readable in about three seconds. Use a contact method that appears only on the vehicles, such as a dedicated number or short web address, so you can attribute the calls it produces. Save detailed service lists for your website or a leave-behind.

Key takeaways

- **Pair street visibility with an in-home reminder** — 67% of consumers keep a promotional magnet for at least one year ([Source](#))
- **Magnet-type promotions are inexpensive per view** — about 750 lifetime impressions at roughly one-tenth of a cent each ([Source](#))
- **The fridge is a familiar home for brand reminders** — 87% of Americans reported having magnets on their refrigerators ([Source](#))
- **Small separable magnets in giveaways need a compliance check** — a flux index below 50 kG² mm² is required for in-scope products ([Source](#))
- **Branded merchandise is a mature, measurable channel** — \$472.3 billion in global GDP supported ([Source](#))

Conclusion

Car magnets for business earn their place when a removable, changeable sign suits the vehicle and the campaign: leased vans, staff cars, seasonal offers and tests before a wrap. Judge them on exposure inside your service area, readability, a trackable contact method and cost per month in use. Then protect the result with a simple routine: flat steel panels only, clean and dry surfaces, weekly removal, and peeling rather than sliding. To extend each visit into the customer's home, add a flat magnet leave-behind. You can share your artwork and quantity on our [custom magnet quote page](#) and receive a quotation built around your project.

Sources

1. [Wikipedia – Refrigerator magnet \(flexible ferrite construction and one-sided magnetization\)](#). Accessed 2026-10. ↵
2. [Advertising Specialty Institute – Global Advertising Impressions Study, 2026](#). ↵
3. [CBS News – Poll: Most Americans have refrigerator magnets](#). ↵
4. [PPAI – Global Economic Impact Study of branded merchandise](#), 2026. ↵
5. [eCFR – 16 CFR Part 1262, Safety Standard for Magnets](#) (effective for products manufactured from 21 October 2022). ↵
6. [U.S. Consumer Product Safety Commission – Business guidance: Magnets](#). ↵
7. [CPSC staff letter to ASTM on magnet ingestion incidents](#), April 2025. ↵
8. [Finance & Commerce – Sartell rare-earth-free magnet plant](#), September 2026. ↵

October 20, 2026