



Add magnetic media to your marketing mix with MagneCote®.

MagneCote allows you to bring high-quality messages to unexpected places outside typical advertising mediums. Create more effective breakthrough messages by maximizing reach, relevance, retention, response, and return on investment. MagneCote is a greener magnetic paper choice and yields a 30% higher response rate than other substrates.

MagneCote® Offset

MagneCote Offset is engineered for long run print jobs using standard inks. Offering superb print quality, it truly runs like paper on offset presses, flexo web presses, and select digital equipment. NexPress certified.*

MagneCote® iSeries HP Indigo

MagneCote iSeries is perfect for producing short run, on-demand and personalized magnets. Featuring two unique white sensor strips printed on the back, it satisfies press sensors and makes it the only HP Indigo compatible pre-magnetized substrate. MagneCote iSeries can also be printed on offset and DI presses using standard inks.

Applications

- Calendars
- Coupons
- To-Go Menus
- Postcards
- P.O.P. Displays
- Business Cards
- Emergency Contact Lists
- Sports Schedules
- Prescription Refill Reminders
- Machine Instructions
- Restaurant Promotions

Product Information

- Premagnetized paper
- For short and long print runs
- Die-cut, perf, fold, score, glue, stitch, and foil stamp
- Lightweight for reduced postage costs
- Highly visible

Print Compatibility

- HP Indigo
- Offset

*On 2100, 2500, S2100, S2500, and S3000 using the NexPress shield kit.



TECHNICAL DATA ▶

Physical Properties			11 pt	13 pt	17 pt	
Color	White	Caliper	Lower Limit	10.6	12.8	16.9
Finish	Matte		Upper Limit	11.6	13.9	17.9
Shelf Life	24 Months +	Base Weight	gsm	620	688	903
Fire Class	Information available upon request		#/rm (cover)	419	502	659
		Gauss		135	130	160
		GE Brightness		87	90	90
		Gloss	75°	74	74	74
		Color/L*a*b*		93.48/0.66/-1.07	94.51/1.47/-2.74	94.94/0.85/-1.60
		Opacity		99+	99+	99+
Stocked Sizes Offset*			11 pt	13 pt	17 pt	
		Sheets/Ctn	•	•	•	
8.5" x 11"		500		500		
12" x 18"		250		200		
20" x 14"		250				
24" x 19"		175		150	125	
23" x 35"				75		
*Offset also available in skid packs. All basis weights available in custom sizes.						
Stocked Size HP Indigo			11 pt	13 pt	17 pt	
		Sheets/Ctn				
12" x 18"			•	200	•	150