


TECHNICAL DATA SHEET

	TDS No:	096	Issue No:	1
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PRODUCT		NovaMag – Magnetic Tape		

NovaMag is a high quality flexible acrylic self-adhesive magnetic tape widely used in retail or Point of Display. It enables any surface to have magnetic carrier properties with the added benefit of ease of removal. **Applications**

- Bonding of plastic, metal, wood substrates.
- Widely used in automotive, furniture, and electronic industry
- POD to steel shelving units
- Secondary double glazing
- 'A' Boards, Fridge Magnets

The acrylic adhesive is UV resistant and stable up to 200°C giving a magnetic tape with superior flexibility characteristics of any permanent-magnetic material.

Magnetic Properties

Property	Parameter
MAX. ENERGY PRODUCT (X10° Gauss Oersteds)	0.65 MGOe
RESIDUAL INDUCTION (Br) (Gauss)	1625 GAUSS
COERCIVE FORCE (Hc) (Oersteds)	1380 Oe
INTRINSIC COERCIVE FORCE (Hci) (Oersteds)	2400
THERMAL COEFFICIENT OF MAGNETISATION (%/°F)	0.1
THERMAL COEFFICIENT OF COERCIVITY (%/°F)	0.9

Mechanical Properties

Property	Parameter
DENSITY(g/cc)	3.59
DUROMETER	65
TENSILE STRENGTH (PSI)	1040
ELONGATION @ BREAK (%)	125
STIFFNESS (PSI @ 0.090°)	8030

Disclaimer

This information relates only to the specific material designated and may not be valid for such material used in combination with any other materials or in any process. Such information is, to the best of the company's knowledge and belief, accurate and reliable as of the date indicated. However, no warranty guarantee or representation is made to its accuracy, reliability or completeness. It is the user's responsibility to satisfy himself as to the suitability of such information for his own particular use.

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PRODUCT

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Thermal & Electrical Properties

Property	Parameter
THERMAL COEFFICIENT OF LINEAR EXPANSION (x10 /°C)	4.6
MAX. CONTINUOUS OPERATING TEMP. (°F)	175
VOLUME RESISTIVITY (OHMS CM X 10)	4
DIELECTRIC STRENGTH (VOLTS/MIL)	250

Technical Properties

Property	Parameter	
Liner Type	MOPP Film	
Backing	PET 12u	
Adhesive Type	Modified Acrylic	
Total Thickness (mil/mm)	8.3/0.21	
Initial Tack (Ball No.)	161	
Static Shear Temperature (80C x 1kg x 168 hrs)(200°C X 1kg X 1hr)	1.0	
Tensile Strength (kg/25mm)	6.5/14.3 after 15 mins	
Peel Adhesion on Different Surface (N/25mm) – ATMD 1000	<u>Standard</u>	<u>Normal</u>
Stainless Steel	20	25
PC		23
PET		21
PVC		23
ABS	18	22
PP	16	20

Packaging: - NovaMag is available in 12.7mm Width x 1.5mm thickness x 30m rolls – Polarity A & B

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