



# Magnetic Paint



## MAKE MAGNETS STICK TO WALLS

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Kling Magnetics has created a system that transforms an existing wall into a magnetic receptive surface.

### THE SECRET

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The secret is in the paint. Magic Wall Magnetic Paint is a pre-mixed, lead-free, waterbased latex primer available in pints, quarts, gallons, and bulk. Magnetic Paint can be top coated with any kind of paint, any color. It is made magnetic receptive by mixing very fine non-rusting iron particles with waterbased latex paint via a proprietary process developed by Kling. The paint is easy to apply with a foam roller or foam brush (use of a foam brush will yield a smoother surface) and cleans up with water.

### WHAT DOES IT DO?

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A wall painted with Magnetic Paint will look like an ordinary wall, with an advantage — magnets will stick to it! With Magnetic Paint, walls can serve as floor to ceiling magnetic play or workspace areas. Typical applications include commercial, industrial, residential, educational and medical facilities.

## THE BENEFITS

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Magic Wall Magnetic Paint eliminates installation of expensive bulletin or cork boards. Artwork, posters, plans, and drawings can all be “hung” with non-invasive magnets, saving the wear and tear that is normally associated with tape, tacks and glue.

### EASY APPLICATION

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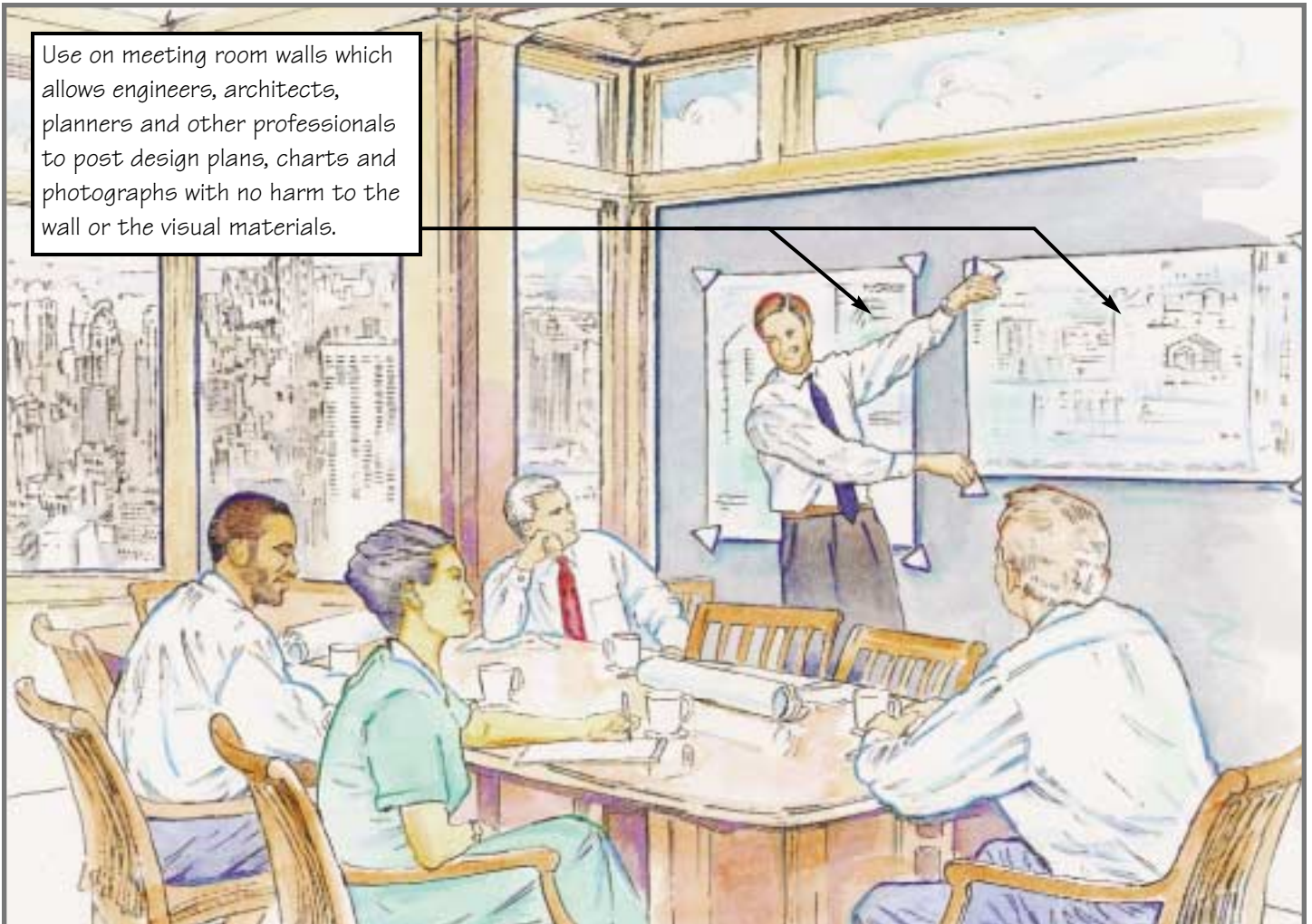
The system is optimized for two coats of Magnetic Paint to be covered with two finish coats. Cleanup is easy with a damp cloth and water.

### THE OTHER SECRET

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The other secret is a super strong magnet. Kling has developed Mighty Mags magnets specifically for Magnetic Paint. Although most flat magnets will also work, Mighty Mags are many times stronger than conventional magnets. Mighty Mags are lightweight, flexible magnets that are able to hold large documents and multiple sheets of paper. Mighty Mags are made with a matte white finish that can be painted any color to match the walls, or can be used unpainted for a neat, clean, modern appearance.

Use on meeting room walls which allows engineers, architects, planners and other professionals to post design plans, charts and photographs with no harm to the wall or the visual materials.



Use on college dormitory walls and doors which allows students to have a magnetic message center and personalize their rooms without damaging walls or doors.



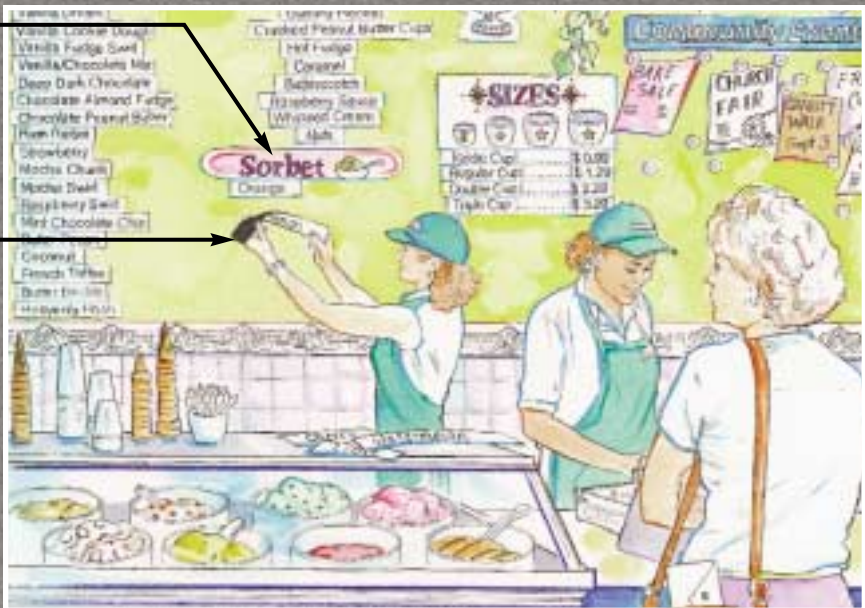
MIGHTY MAGS super-strong magnets hold large or multiple sheets of paper effortlessly.

Use in school settings and pediatric waiting rooms to create safe, non-cluttered learning/play areas for children.



Custom magnet sets can work for any kind of display.

Use in stores to allow managers to change store displays, promote sale items, and advertise new products, quickly and easily.



# S P E C I F I C A T I O N S

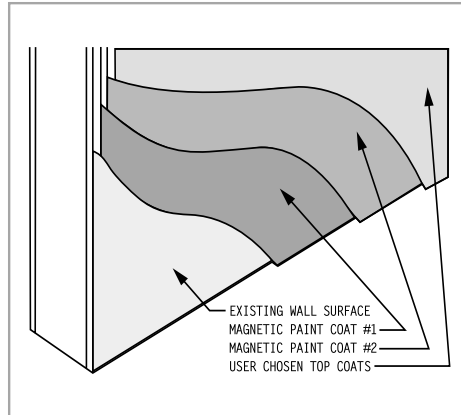
MAGIC WALL MAGNETIC PAINT is a water-based, lead-free, 100% acrylic latex coating. It conforms to environmental VOC regulations, produces low odor, and allows for easy application and clean up. Use on any smooth surface where you would use latex paint.

## FINISHING TOP COAT

MAGIC WALL MAGNETIC PAINT dries to a dark gray color with a slight texture which may be lightly sanded. MAGIC WALL MAGNETIC PAINT may be top coated with any color latex or enamel paint, or wall paper (if applying wallpaper on top, test a small area first to make sure there is enough magnetic attraction). Wait 24 hours before applying any top coat. Due to the dark color of the paint, at least two topcoats are recommended.

## SURFACE PREPARATION

Proper surface preparation is essential for a long-lasting finish. Paint will not adhere to dirt, grease or water solubles such as wallpaper paste or glue sizing. Remove all loose or peeling paint. Blend edges by sanding. Wash surface with water and detergent, rinse well and allow to dry. Chalking surfaces should be thoroughly cleaned with water and a scrub brush. Remove loose material from cracks and holes, and fill with a quality spackling compound. When dry, sand smooth and wipe free of dust with a damp cloth. Smooth surfaces work best, rough concrete or cinderblock surfaces are not recommended. For good adhesion to gloss or



semi gloss surfaces scuff the surface with sandpaper and use a liquid deglosser.

## APPLICATION

MAGIC WALL MAGNETIC PAINT comes ready to use. Do not thin and never combine this product with another paint. Mix paint thoroughly with a stirring stick just prior to use. Apply a generous coat with a foam brush or foam roller. A foam brush yields the smoothest surface. If paint is to be applied on just a portion of a wall, apply masking tape border to the area, prior to painting, for a clean line. Spraying is not recommended. For best results, apply at temperature of 50°F. One gallon will cover approximately 200 square feet with one coat. Multiple coats increase magnetic receptability. Two coats are recommended to hold

flexible "refrigerator" magnets, however, for maximum holding strength use Kling Mighty Mags.

## REMOVAL

If you want to be able to remove MAGIC WALL MAGNETIC PAINT at a later time, apply the paint over a strippable (removeable) wall paper.

## DRYING TIME

Low temperatures and high humidity will inhibit drying. MAGIC WALL MAGNETIC PAINT is dry to the touch after 4 hours. A second coat of MAGIC WALL MAGNETIC PAINT or a top coat finish may be applied after 24 hrs. A top coat is not necessary, if a dark gray color is an acceptable finish.

## CLEAN UP

All tools and equipment should be cleaned immediately after use with warm soapy water. Spills and spatters should be wiped up with a damp cloth before they dry.

## GENERAL INTEREST

Formulation conforms to flame spread rate of Federal Specification TT-P-26. CAUTION: Avoid prolonged contact with skin or breathing vapors in enclosed spaces. Do not take internally. Close resealable container after each use.

KEEP OUT OF REACH OF CHILDREN  
DOES NOT CONTAIN LEAD.  
KEEP FROM FREEZING.



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**MUCH STRONGER THAN ORDINARY MAGNETS**

**Paintable, durable white surface**

**Perfect for use with Magnetic Paint**

**Holds large posters and multiple sheets of paper**

# MIGHTY MAGS

MIGHTY MAGS super-strong magnets are specially designed to work with MAGIC WALL MAGNETIC PAINT. A great solution for cluttered refrigerators, ugly push pin holes and tape marks. Great for: school displays • art projects • photo walls • work walls • play areas • home workshops • planning boards • offices • schoolrooms • word walls • bulletin boards • dorm rooms

Mighty Mags are sold in retail packages of 8 or bulk packed. Kling Magnetics can also manufacture Mighty Mags in custom shapes. Please call us at 1-800-523-9640 for a price quote for custom shaped Mighty Mags.