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Advanced designs lead output in Hong Kong

New releases come in eco-friendly materials and feature multiple functions, 3-D effects and greater holding power.

Supported by a strong local network of magnet producers and printing companies, Hong Kong suppliers of refrigerator magnets can easily offer advanced models. Their latest releases have multiple functions and 3-D effects and feature super-hard magnets that can hold objects as heavy as 500g. New releases are also made of environment-friendly materials.

Hong Kong makers offer refrigerator magnets as memo pads, coasters, tourist indexes, bookmarks and other items popular as premiums. These are not only effective in promoting a product or a company but also serve to decorate refrigerators.



This 3-D refrigerator magnet from Index Ind (HK) Ltd is made of soft PVC and measures 40x30mm. Price: \$0.18.

To attract more orders, makers are enriching their designs. Some new models have a lenticular covering that enables them to show morphing, 3-D and flip images. The cover also helps to keep the surface bright and clean for several years.

Photo-quality reproductions are achieved through the four-color printing process. Companies also offer silk-screening and logo embossing.

For the environmentally conscious market, Hong Kong suppliers are making refrigerator magnets out of PU. These models, however, are 35 percent more expensive than the regular kind.

To ensure that models do not easily fall off the refrigerator, suppliers are incorporating a super-hard kind of magnet strong enough to even hold a mobile phone.

Some companies specialize in certain types of refrigerator magnets, such as zinc alloy or copper models. The latter are heavier and more expensive.

Range of designs

Hong Kong suppliers produce refrigerator magnets in a range of designs, materials and colors. Among companies interviewed for this report, Hong Kong Magnetic Products Ltd has released a magnetic bookmark made from a 0.5mm isotropic rubber magnet. Model MB001 is made of PVC, measures 20x200mm and is PP laminated.

Another release from the company, model PI001, is a magnetic phone index measuring 84x58mm with 12-fold paper for writing down names, addresses and phone numbers. The model has a 0.6mm magnet.

A tourist index model offered by the company is designed to contain buyer-specified advertisements and information about a particular tourist site, including the contact numbers of restaurants and hotels there. Dimensions and materials also depend on buyer specifications.

Hong Kong Magnetic produces models that are injection-molded, epoxy-coated, or made with

EVA and soft PVC. It exports 50 tons of refrigerator magnets per month, mainly to the US and Europe.

[Hua Xing Mfg Co. Ltd](#), which mainly produces printed rubber magnets, has released a magnetic photo frame that fits a 4R print. It has also developed red maple leaf designs for Canada-based clients.

The company uses either isotropic or anisotropic magnets, depending on buyers' preferences. The anisotropic kind is highly flexible and stronger than isotropic but twice as expensive. Because of costs concerns, most buyers prefer isotropic magnets.

Some makers specialize in a single kind of magnet. Index Ind (HK) Ltd produces only soft PVC magnets in 2-D or 3-D construction. For environmentally conscious buyers, the company offers designs made of PU. Index has a monthly output of 300,000 units and exports to the US and Europe.

Tsui Lung Group (Far East) Co. Ltd offers electroplated zinc alloy magnets. Electroplating, available in 12 colors, is done in-house.

Printing methods

Offset printing is the most common method used by Hong Kong suppliers. To achieve photo quality, suppliers use four-color printing. Tsui Long offers offset-printed stickers on its zinc alloy magnets, which generally are the most cost-effective type of magnet. The company also does silk-screening and logo embossing.

Offset printing can produce the usual colors, so extra charges apply only when specialized Pantone colors are required. These charges may be waived for large volumes.

With silk-screening, suppliers charge \$0.01 to \$0.02 for every additional color.

For multicolor soft PVC magnets, Tsui Long uses the microinjection method, in which different color layers are formed one by one in a mold to produce the required patterns.

Hong Kong Magnetic offers digital printing to buyers whose orders do not meet the minimum requirements of offset printing.

Lamination is a standard process for offset-printed magnets. Hua Xing provides glossy and matte coating. Most suppliers use epoxy for coating, though nearly all printed rubber magnets come with lamination to prevent erosion.

Glue or adhesive tape is used to ensure that magnets adhere to their covering.

Hong Kong has more than 40 refrigerator magnet suppliers and they focus on midrange and high-end models. Production is carried out at factories located in mainland China, mostly in Dongguan, Foshan and Shenzhen of Guangdong province.

Most suppliers specialize in the manufacture one key component, such as magnets and soft PVC or metal badges, and subcontract other production processes. Some printing companies also manufacture this premium.

Prices of refrigerator magnets from Hong Kong depend on the material, design, size and color complexity. Printed rubber models are priced at \$0.05 to \$0.13 each, while designs made of soft PVC are \$0.10 to \$0.20. Zinc alloy models are \$0.40 to \$0.50 each.

Product gallery

Hong Kong Magnetic Products Ltd

Specifications: Calendar; 128g art paper; PP marker;
dimensions 114x115mm; 0.5mm rubber magnet; four-color
offset printing
Minimum order: Flexible
Packaging: OPP bag
Delivery: 30 days



Hong Kong Magnetic Products Ltd

Specifications: Nine-piece magnet set; offset-printed with epoxy coating
Minimum order: Flexible
Packaging: Clear box
Delivery: 30 days



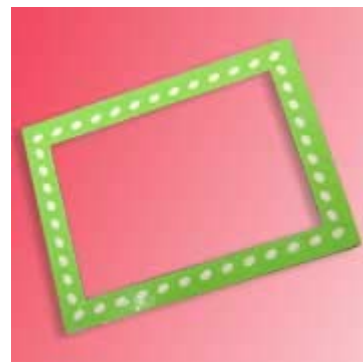
Hua Xing Mfg Co. Ltd

Specifications: Rubber magnet; offset-printed; Canadian maple leaf design
Minimum order: Flexible
Packaging: Plastic bag
Delivery: 15 days



Hua Xing Mfg Co. Ltd

Specifications: Rubber magnet with photo frame; size 4R
Minimum order: Flexible
Packaging: Plastic bag
Delivery: 15 days



Original article:

<http://www.giftsandhome.globalsources.com/gsol/Novelty-refrigerator/a/9000000064925.htm>
