



PRINT  
PROMO  
+ SIGNS

**MAGNETS**  
NEW ZEALAND LTD

**SIGNWRITING**.CO.NZ  
AWARD WINNING SIGNAGE

**2020 BROCHURE**



## MORE THAN MAGNETS

What started from humble beginnings as a supplier and producer of magnetic products has, over the years, developed into a powerhouse of print and promotional products, supplying to many of the brands you know today.

Over 40 years, we've grown from printing only magnetic materials to the supply of a massive range and variety of printed products. We have an extremely experienced team of Designers, Signwriters and Promo Product specialists. If we don't do it... we can put you in touch with someone that can!

With a full in-house design and print team on hand, plus finishing, packaging and more, we are market leaders in Promotional Products, Signage and General Printing.

CELEBRATING  
**40**  
Years



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# DIGITAL PRINT

## NEED SHORT-RUN AFFORDABLE PRINT?

Digital printing is a great cost effective way to explore all your ideas as it's 'short run' and has no set up costs!

Great for flyers, labels, stationary, presentation folders, display tickets plus much much more. We have the latest technology in short run fast turnaround equipment with prices that simply can't be beaten. We also have a full in-house Graphics team who do amazing mock up art work right through to the finished product.

Contact the team for all the options or look through the following pages to get an idea of what we can do.





## BUSINESS CARDS

Available in single or double sided, our business cards are available in a range of feels and finishes.

**Matte or Gloss laminate adds a thicker touch to your cards, while textured cards tell a story about your product.**



## WATERPROOF SPECIALTY CARDS

Our **plastic cards** can be printed full colour both sides and come standard with a high impact laminate just like bank and credit cards

Great for loyalty cards, ID Cards, memberships cards and more.



## MAKE IT MAGNETIC

It's a fact, magnets are just plain handy. Did you know a survey had found a typical family opens the fridge door 37 times a day - that's 37 times your brand or product can be featured right in plain view on the fridge ! Magnets are a very cost effective long term marketing solution. **See more on pg 10,11**

## NO DESIGN? NO WORRIES

Our team of inhouse designers can take care of the creative bits!



## LETTERHEADS & STATIONARY

No need for a boring black-only letterhead - we do full colour at B&W prices! Ask the team for a quote.. you will be surprised how cheap they are.

**With Compliments Slips.** Smarten up your deliveries with a hand written note on a full colour compliment slip. It adds that personal touch and your customers will feel special.

**Gift Vouchers** generate extra income and make great gifts to sell on your online store! Get them custom designed, with custom discount codes and designs.

**Custom envelopes?** Sure! Make them stand out with full colour! Perfect for the office or event invitation.



## FLYERS & BROCHURES

Our full colour or black and white flyers and brochures come in a variety of sizes and shapes and are fully customisable.

We can also organise delivery within your neighbourhood or city.

**Make them magnetic!** With a fridge magnet patch on the back.

### Common sizes:

- A4 Single Sided
- A4 Fold to A5
- A5 Single Sided
- A4 Trifold to DL Envelope
- DL Double Sided (99x210)



## RESTAURANT MENUS?

Our flyers come in various finishes and are perfect for low cost or premium restaurant menus!



## NOTEPADS & MAGPADS

One of our most popular products! Everyone needs a pad on the fridge! We can also custom print your pad with your message and branding, or choose from our standard range of designs (plain lines, shopping list etc) **See more on pg 15**



## NCR DUPLICATE & TRIPLICATE BOOKS

Custom designed and numbered NCR Books are great for Tax Invoices & Statements, Workforce Logs and Purchase Orders.

## BOOK BINDING & EDGE BINDING

We have plastic binding, metal binding or perfect binding. Available in many colours. Ask the team to quote your next catalogue or booklet job.





## LABELS

Need labels? We produce labels and barcodes in rolls, sheets or as individuals.

We print single colour or full colour and can even add foil or hologram effects for security labels. Ask the team for a quote for your next label job.



## VARIABLE DATA

Automate your printing, **any printing**, using variable data. We take your exported databases and output them to a wide range of products.

Perfect for labels, barcodes, envelopes, direct mailers, personalised gifts, and even vinyl lettering for containers, warehousing and vehicle fleets!

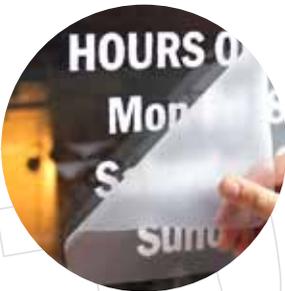


2 IN 1  
Sharpener  
**\$4.99**  
Was \$6.49



## LETTER CUT STICKERS

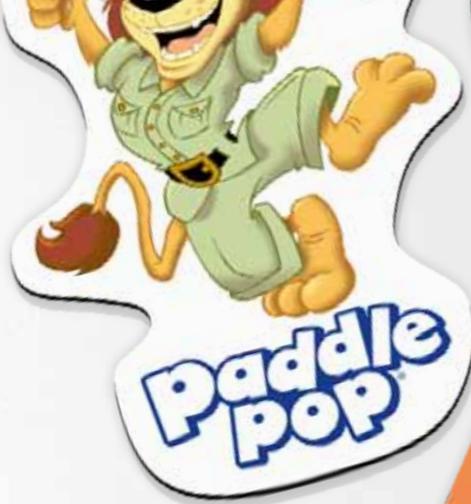
Creating computer cut lettering and logos is how we started in the signage industry many years ago! Good for boat names and signs - in fact anywhere that you want text without a background. Great for shop windows! We have literally hundreds of colours to choose from!  
**See more on page 39**



## FROM OUR CLIENTS

“Switching to the magnetic pallet racking labels has been a god-send in our warehouse where we constantly move stock around seasonally.” - **Don**

# MAGNETIC



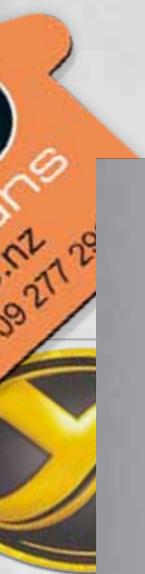
## BRANDING THAT STICKS.

It's a fact, magnets are just plain handy, and we're told customers are more prone to keeping these novelty cards as they not only serve a purpose, but also remain as a long serving bit of marketing.



## THINMAG™

The direct print product of choice for magnetic flyers, slips, notices and more. Thinmag can be laser printed directly just like any other paper card stock for cheap quick marketing products that stick!



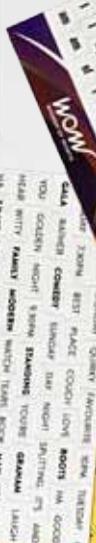
## CUSTOM SHAPE MAGNETS

Get your magnets cut to any shape from a variety of thicknesses for maximum note-holding ability! We have a variety of common shape options available - or create your own amazing pieces, die-cut with rich glossy graphics.



## MAGNETIC GIFTS & GIVEAWAYS

We have a large range of standard shapes and sizes to choose from or we can custom make to any shape or size you require. Have a look at our poetry and photo frame magnets - these are very popular and a great way to get your branding out there. No one throws a fridge magnet away!



# WHITEBOARDS

**SOLID!**  
HIGH-QUALITY

## GOOD OLD ORGANISATION

We specialise in standard sizes and also custom size whiteboards, perfect for general organising, planning and note taking.

Want a printed planning board for a custom application, in/out board or even a whiteboard with document pockets? We do the lot!

Easels, double sided, no problem. Check out our website or ask us for details.

## Common premade sizes include:

- A5 & A3
- 600x450
- 600x600
- 900x600
- 1200x600
- 1200x900
- 1200x1200
- 1520x1220
- 1820x1220
- 2420x1220



WHITEBOARD  
LAMINATES

CUSTOM  
MAGNETS

SITE  
SAFETY

## ALMOST ANYTHING CAN BECOME A WHITEBOARD WITH DIY WHITEBOARD SHEETING

Have an existing panel? wall? frame? that you want to customise into a whiteboard? Our specialty write-on, wipe-off whiteboard laminate lets you convert almost anything into a writing space to use over and over again!



### CUSTOM WHITEBOARD MAGNETS

Customise your whiteboard your way! Apart from standard whiteboard accessories, we can also produce printed and coloured magnetic sheet, strips and labels, **even write-on wipe-off magnetic labels!**



### MAKE IT MAGNETIC

Receptive media lets you retrofit a magnetic layer to your existing walls, panels and products to allow magnets and magnetic labels to cling to your current setup.



### FROM OUR CLIENTS

"We received our marine ply based whiteboards and we were very impressed with the waterproof customising offered, it's great to know these will last the test of time here at the ports"  
- Ports of Auckland



# MUGS, PENS + PROMOTIONAL

## PENS & PENCILS, MARKETING THAT WALKS.

Some things in life go walk- about, and stationary is certainly no exception. But we can't complain, for every stolen pen, pencil or lighter - that's more brand exposure for you and your business!

Customise your own branded pens and pencils. With a huge range to choose from, you can tailor these giveaways to suit your budget.





## APPAREL

Sports clubs, schools or work uniforms, get it all under one roof. We have access to the most popular apparel brands like AS Colour.



## DRINKWARE

**Mugs** are a great promotional gift for that faithful client. Every time they pick up their Tea or Coffee they will see your logo. Low cost, and dishwasher safe.

**Drink Bottles & Shakers** are a great way to get your company/branding out there, a great alternative to mugs for those who are into their fitness!



## FRIDGE BRANDING

Shopping pads, to-do lists, or custom create your own pad and add your business card to the top. Our MagPads are a great flexible marketing tool. Distribute them between your team to use their own cards on, perfect for sales teams! **See more on pg 7**

## NO DESIGN? NO WORRIES

Our team of inhouse designers can take care of the creative bits!



## FLAGS & BANNERS

Flags, Banners, Standing Signs, Chalkboards and more are available in a range of sizes and finishes. With quality unlike any other, we only provide durable, customisable promotion products that work for our customers.

See more on pg 34



## DISPLAY & TRADE SHOW GEAR

Brand your show stand or event with a wide variety of display solutions. From velcro mounted banner backdrops to fully customisable stand solutions like;

- Fabric Tension Displays
- Kiosks
- Plinths
- Floor Graphics
- Hanging Graphics



## THE RANGE GOES ON...

With hundreds of options, as well as custom printing on almost anything, the only limit is your imagination!



# RETAIL + PACKAGING

## MARKETING TEMPTATION

Whether its simple window posters, retail stand design, or custom shaped shelf branding like wobblers and price tags - we've got you covered.

**1. Shelf talkers** come with an adhesive backing or shelf strip tabs for easy placement

**2. Electrostatic media** is a thick plastic printable film that clings to glass, for re-usable window graphics that are simple to install and remove.





## PACKAGING & DIECUTTING FOR CUSTOM SHAPED MARKETING

Need a branded box? Or a slick custom designed packaging idea for your new product? We have years of packaging and presentation knowledge!

High gloss or eco recycled, foil embossed, or even pressed metals. We have two 100 ton die cutting presses in-house that are purpose built to handle large designs to create nearly any size design you need.

Contact the team for your next project.



## FLOOR GRAPHICS

Available in short and long term, our floor graphics are great for quick attention-grabbing sales, or highly grippy non slip safety signage for commercial or retail uses. **For more safety and floor signage see pg 32**

## NO DESIGN? NO WORRIES

Our team of inhouse designers can take care of the creative bits!



IT'S A  
WRAP.™

SIGNAGE



# SIGNAGE + XL PRINT

**The team at [signwriting.co.nz](http://signwriting.co.nz) and Magnets NZ Ltd have a combined industry experience of over 100 years.**

We are specialists in Wrapping Vehicles, Boats, Buildings - basically anything that can be wrapped - we have done it!

Our HP latex machines are amazing for full colour high impact graphics on a massive range of media substrates. Our team of signwriters and designers are real craftsmen with huge hearts and take pride in everything that comes out of our shop! In fact we have won an award for NZ's Best Vehicle Wrap, winning us a trip to Las Vegas! Another one of our biggest achievements is an NZSDA award for our graphics and theming of Snowplanet in Silverdale, Auckland.

So if you want stand-out graphics on your next project then we are your team!



# WE PRINT

## PRINT MEDIAS EXPLAINED

**1-3 Year Promotional Adhesive** is a cost effective material for short term use. Good for one year or add laminate and get up to two more years life out of it! Perfect for sale signage, real estate coreflutes, promotional graphics, custom shape stickers and more.



**5 Year Calendered Adhesive** is perfect for long term signage. Produced by Arlon, this is suitable for shop fronts, building and street signs, bus & trailer graphics and more. Comes standard with Gloss or Matte UV protective laminate.

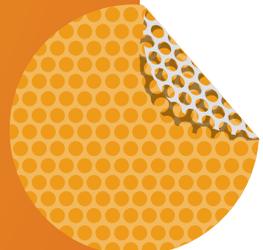


**7 Year Cast Adhesive** is the premium wrappers choice! This 3M vinyl is conformable and bubble-free for wrapping curved surfaces for vehicles, boats, and more. Comes standard with Gloss or Matte UV protective laminate.



**7 Year Cast** is also available in specialty finishes like clear, reflective and metallic.

**Microvision/Contravision/One-way window film** is amazing. This printable perforated adhesive lets you cover your windows and doors with graphics while still being able to see outside. We recommend this to our customers who don't want to block light, and also want the added safety of visibility for entrance ways.



**Specialty Vinyls** are a unique range of vinyl adhesives, like Aggressive Concrete Adhesive, used for floor graphics and concrete wall applications. Have a special requirement? Just ask!



**Poster Paper** is a cost effective material for short term use. Good for one year or add laminate and get up to two more years life.

**Synthetic Paper** is great for long term use and is also fully waterproof so can be used in outdoor frames and also pull up banners.

**PVC Banner Vinyl**, for billboards, banners, canopies and more. Cost effective, and durable. Available hemmed with eyelets if required.



**Fencing Mesh Banner**, for high wind applications, this fence mesh allows air to pass through making it safe for high wind areas.



**Static Cling Medias** allow for an easy to apply and remove window graphic without the adhesive. This washable and reusable film is available in white or clear.



**Backlit Lightbox Film** is a printable opaque acrylic material that helps distribute light throughout your image or branding in an existing lightbox panel.



## MEDIA CONFUSION?

Recommending the best media is our job - not yours! So get in touch, we'll help find the right media solution that will fit not only your project, but your budget too.

# SUBSTRATES

## SIGNAGE MATERIALS EXPLAINED

**ACM or Aluminium Composite Panel** is the sturdy go-to for signboards of all types. Available in a variety of warranty grades, thicknesses and colours this panel can be cut to shape and have printed graphics applied. Suitable for street signage, building signage, fascias, carpark signs and more.



**Palight** is a cheaper lightweight compressed plastic that is easy to produce, and has a premium finish which makes it perfect for interior branding, artwork, signage and displays.



**Coreflute** is the material of choice for super cheap short term signs for indoor or outdoor use. Available in different thicknesses and sizes Coreflute is perfect for real estate agents, builders, and sale-holders.



**Acrylic** is available in a variety of thicknesses, colours and transparencies for professional signage and display solutions.



**SignBoard** is a fairly lightweight yet thick media. Perfect for 3D Lettering and logos, display stands, and other creative signage projects.







# INTERIOR WRAPS

## WALLS THAT WOW!

Did you know that we're award winners? Actually twice, once for Snowplanet's bathroom theming and again for 3M All Wraps!

We specialise in doing creative signage concepts from making containers float in mid air for V Energy, to creating a one of a kind feature wall for Gameover Auckland.

If you want an interior wall wrapped with something simple, or something extreme, get in touch!





ADHESIVE FREE MAGNETIC GRAPHICS

## THE WORLD'S LARGEST FRIDGE MAGNET

In 2019 we completed what we believe is the world's largest installation of printed magnetic product at Auckland's Snowplanet.

Our graphics spanned all four internal walls of the 200metre long indoor ski field totalling over 4500square metres.

Along with our very own SignMag product, we also stock interior wall adhesives for wrapping of retail, office and home walls.



**BATEMAN  
BOOKS**



# WINDOW GRAPHICS

## WINDOW FROSTING

Increase privacy in your office environments with strips and patterns cut from our crystalised privacy film adding sophistication and subtle branding without stretching the budget.

**Window wraps** are great for main roads or where you want complete blackout privacy.

We can print any image and they come in life-span ranges of 1-2 years, 5 years and 7 years.

**Anti-graffiti protection** is also available on request to protect your prints from tagging!





## VINYL LETTERING

Vinyl cut lettering is the method of choice for store hours, contact details, pinstriping and more. Similar to what you find on vehicles.

See more on pg 39

## OUTSIDE



## PERFORATED WINDOW FILM: CONTRAVISION/MICROVISION

Microvision films are amazing. These printable perforated adhesives let you cover your building or vehicle windows and doors with high resolution graphics while still being able to see outside.

## INSIDE

We recommend perforated films to our customers who don't want to sacrifice light, while still maintaining solid branding with the added safety of visibility for entrance ways as commonly seen on mall entrances.



## PERMANENT AND TEMPORARY FILMS

We have a wide range of clear and white backed window films. Whether they're for temporary application or long term your windows are covered!





# STANDING SIGNAGE

## GET STREET PRESENCE

Foot traffic? Entice those customers inside with standing signs, blackboards, dividers and more. Choose from our prebuilt range or have our in-house designers and engineers custom build a solution for you!

For flags and other products see [page 34](#)

## GRASS? NO PROBLEMS

If you're holding an event or working road-side, then a ground spike or pigtail sign is perfect and can easily be pushed into grass or dirt.

Printed double sided in full colour, these are changable for events and seasonal marketing. Popular with landscapers and realestate agencies.





# FLAGS BANNERS + MESH

## FLAGS

We've been told our flags are the most durable and vibrant on the market. Don't settle for light, flimsy flags when promoting your business, get a flag that will last. Available with wall, grass, or footpath base-mounts.

## PVC BANNER VINYL

Billboards, banners, canopies and more. Cost effective, and durable. Available with stitched edges and eyelets if required.

## FENCING MESH BANNER

For high wind applications, this fence mesh allows air to pass through making it safe





# LED SIGNAGE

LED Lighting technology has evolved making it far more affordable to create striking illuminated signage.

Now more than ever it's important to light up your branding, day and night, inside and out. LED lighting combined with 3D lettering and translucent coloured vinyls allow us to achieve truly amazing looking signage.

Let your imagination run wild, ask the team for a quote on a new LED sign for your building, you will be amazed how affordable they are!

Check out the giant 5 metre GameOver Auckland 3D LED logo next time you're driving through Albany at night!



IT'S A  
WRAP.  
SIGNWRITING

IT'S A  
WRAP.

MAGN8



IT'S A  
WRAP.™

VEHICLE  
AWARD WINNING  
GRAPHICS



# TEMPORARY SIGNAGE

## VEHICLE MAGNETS

As Australasia's largest magnetic product supplier, we have developed our very own vehicle-grade magnetic substrate CarMag.

CarMag's unique magnetic liner is safe for vehicle paint and unlike other products, it won't damage the paint over time, or lift in high winds.

## ELECTROSTATIC CLING GRAPHICS

Our electrostatic cling film is perfect for short term application. While it's not as resilient as CarMag, it does allow for cheap, removable graphics made quickly for those urgent requirements. This product is available in clear and white backed films at up to 1.3 metres wide.



## FROM OUR CLIENTS

"Thank you for donating magnets and car signs over the years we really appreciate it."

- Wander Search

FOR SA

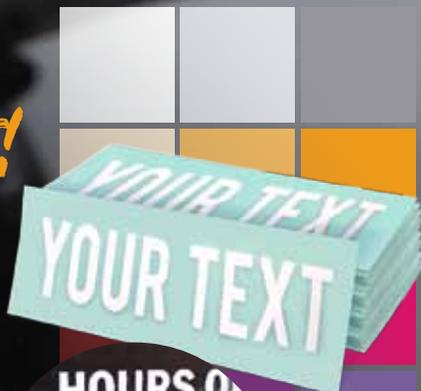
# VINYL LETTERING

*WE CAN CUT IT!*

## COMPUTER CUT LETTERING

Selling up or setting sail? Add some personality to your pride and joy. Whether it's a car, bike, boat or a literally anything with some computer cut graphics. It doesn't just have to be text, we can cut almost any shape thrown our way.

We have an extensive library of colours and finishes available, and we only stock products from reputable suppliers with product warranties that vary to suit your budget. No nasty cheap vinyls here!





# BASIC SIGNAGE

## 1. REAL BUDGET SAVERS

Just getting started? Starting your new venture can be a daunting process. Take the stress and cost out of the equation with simple yet effective branding for that professional touch when on the road. Logos and quarter wraps will keep your costs under \$1000.

## 2. HALF WRAPS, LOW COST, BIG IMPACT

Your car is your canvas! Our most popular option, the half wrap, makes for big impact with half the expense. High resolution imagery and strong branding can be put on display in a big way!

Take advantage of all that traffic today and book in for a custom design, and check out our massive range of specialty finishes.



# FULL WRAPS

*3M ALL-WRAPS WINNERS*

## MAXIMUM IMPACT

Turn your vehicle into a driving billboard that will draw attention to your company! Full wraps are perfect for feature vehicles and full fleets to keep everything on-brand.

Not advertising? Re-colour your car with 100's of specialty colours and effects with a paint-like gloss or matte finish.

Talk to our team today about how you can turn your depreciating vehicle into a business generating, attention grabbing masterpiece!









# NO DESIGN? *NO WORRIES*

## IN-HOUSE DESIGN

Our team of creatives come from all backgrounds! Whether your idea is a badly worded email, or a scribble on a napkin, we'll put pen to tablet, mouse to mat, and make your business plan come to life.

## HONEST ART

It's our job to make sure that what we create actually works for you and your business. If we think that your ideas could be improved on - we'll definitely let you know. Don't be offended, it's because we care!

## COLLABORATE

If your ideas are quite "out there", then worry not. While we're well versed, we also have on hand some talented illustrators, web developers, social media geniuses, engineers and more, ready to tackle anything thrown at us!



# GET IN TOUCH

## ENQUIRIES

[sales@magnets.co.nz](mailto:sales@magnets.co.nz)  
[info@signwriting.co.nz](mailto:info@signwriting.co.nz)

0800 SIGNWRITING  
09 414 5606

## PROMOTIONAL PRODUCTS AND GEAR

[maxine@magnets.co.nz](mailto:maxine@magnets.co.nz)  
09 414 5606 ext 821

[jenny@magnets.co.nz](mailto:jenny@magnets.co.nz)  
09 414 5606 ext 822

## MAGNETIC & CUSTOM PRODUCT SPECIALIST

[aaron@magnets.co.nz](mailto:aaron@magnets.co.nz)  
09 414 5606

## FOR OUR PRODUCTS & MORE INFO VISIT OUR WEBSITES

[signwriting.co.nz](http://signwriting.co.nz)  
[magnets.co.nz](http://magnets.co.nz)







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