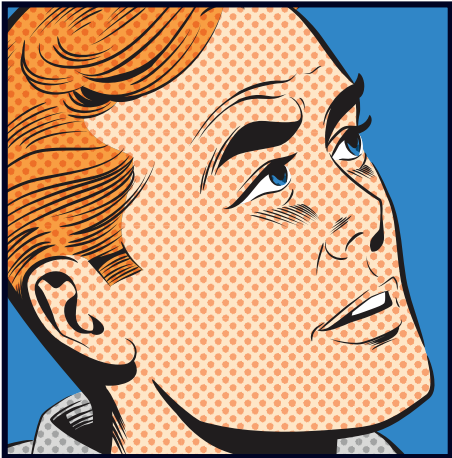




**Now Magnets can
work with any Finish.
MAGnificent!**



- Wallcoverings
- Magnets
- Custom Projects
- Case Studies
- Installation
- Press
- Contacts



MAG - it's the new shorthand for magnet-receptive wallcoverings.

MagScapes invented the first magnetic wallpaper in 2006. We now manufacture the widest range of ferrous-based wallcoverings specifically for commercial and domestic interior applications.

MAGLINER*- any wall works with magnets!

Our best selling, lowest priced and most versatile wallcovering. Used conventionally as a Liner, any wallpaper or digital print can be pasted on top to make magnets work thereafter. The Liner may also be painted if prepared with a primer:

Note: A recent trend for **MAGLINER** wallcovering is to use the grey finish 'raw' in industrial spaces. *Formerly MS Plus Liner

MAGWRITE*- any wall a magnetic whiteboard!

This is the most popular dry erase wallcovering in offices. Used in areas where people want to express ideas, this gloss white wallcovering allows dry erase pens to be used alongside magnets.

Note: A semi-matt version of **MAGWRITE** wallcovering will soon be added for projector use. *Formerly MS Plus Dry Erase

MAGPAINT*- magnets on colour matched walls!

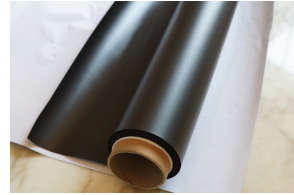
This is our versatile, paintable wallcovering. Used in commercial and domestic areas when colour matching is important, this matt white wallcovering can be directly painted with any emulsion, eggshell or even chalkboard paint.

Note: A higher white version of **MAGPAINT** wallcovering will soon be added for large area use. *Formerly MS Plus Paintable

MAGPRINT*- customise any wall for magnets!

This is our patented, directly printable wallcovering. Used by digital print businesses to create custom images or graphics. The soft sheen white vinyl can be printed by any digital printer with best results using solvent, UV and latex ink systems.

Note: **MAGPRINT** wallcovering now includes a new surface vinyl formulation to provide better print stability *Formerly MS Lite Printable



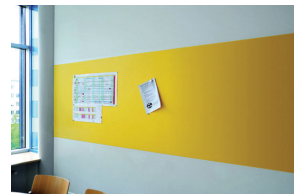
MAGLINER

Surface: Matt Grey
Thickness: 0.5mm
Base: Shiny Grey
Roll Dims: 61cmW x 5m/10mL



MAGWRITE

Surface: Gloss White Dry Erase
Thickness: 0.5mm
Base: Shiny Black
Roll Dims: 100cmW x 5m/10mL



MAGPAINT

Surface: Matt White Primed
Thickness: 0.5mm
Base: Matt Black Flecked
Roll Dims: 97cmW x 5.2/10.4mL



MAGPRINT

Surface: Soft Sheen White Vinyl
Thickness: 0.3mm
Base: Matt White Non Woven
Roll Dims: 111cmW x 25mL

PLUS and LITE - magnets for high and low power applications.

MagScapes source the highest quality neodymium and flexible sheet magnets for use on their wallcoverings. Using PLUS and LITE to clarify the high and low power magnet options - customers can quickly determine the most effective solution.

MAGPLUS*- stronger magnets to hold things on walls. Our most popular work space magnet. Used conventionally as a means to hold plans, photos or charts. We strive to find designs that range from the minimal to the quirky to satisfy every mood.



Note: **MAGPLUS** magnets are dangerous if ingested so not recommended for children. *Formerly MS Plus Magnets

MAGLITE*- low power magnets for positioning elements. Using generic fridge magnet sheet, these magnets may be cut to any shape and have custom print or a range of materials used on the face - from acrylic mirror to felt or wood veneers. A popular choice for children's play or learning areas as well as branded environments.



Note: **MAGLITE** magnets are commonly used with custom maps. *Formerly MS Lite Magnets



Custom Services enable anyone to create a magnetic wall scene.

Using our custom service, you can specify the:

- image, size and finish for the wallcovering
 - image, size, shape and finish of the magnets
- In effect, creating your own background image with foreground magnets.

CUSTOM WALLCOVERINGS

To create your own custom print simply contact our studio and describe your project.

Our production team will:

- liaise with you to discuss options and confirm preferences
- send a colour digital proof of the selected area
- send printed wallcovering for installation

Printed wallcoverings are supplied in a matt or soft sheen finish. They are delivered as numbered rolls with full instructions and are easily installed using regular wallpaper paste.

CUSTOM MAGNETS

Custom Magnets utilise the latest digital printers for vivid colour effects - or tactile materials that perform well when cut to shape. Digital flat-bed cutters are used using either blade or router depending on the material thickness.

All print or surface materials are applied to **MAGLITE** sheet which works across all wallcoverings and are safe to use.

Production Stages

- The stages to creating a custom wallcovering are as follows:
- initial briefing between designer and studio
 - review of specification, artwork and dimensions
 - full quotation provided by MagScapes
 - payment provided by customer
 - artwork checking stage
 - proofing stage (copies provided to customer and printer)
 - printing stage
 - delivery to customer



Our custom clients range from commercial to private - and every result is unique.

MagScapes materials have been used in numerous private and commercial spaces.

Retail: Estate Agency



Goadsby Estate Agency used custom service to create a local map with magnetic buttons to indicate new properties.



Office: Architect

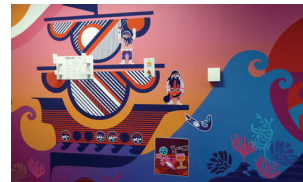


Stanton Williams a leading firm of architects used MS Plus Liner on all office wall areas to enable the use of steel pin display magnets.



Retail: Product

Habitat used MagScapes design studio to create a range of magnetic products for sale in UK and France.



Health: Hospital

St Thomas' Hospital in London used MagScapes custom service to create a magnetic gym mural and sea creature magnets.



Private: Home

A private client used MagScapes custom service to create a London themed bedroom scene.

Installation guide.

MagScapes wallcoverings are easy to hang, simply follow the instructions below:

Wall preparation

- For best results, ensure the wall surface is clean, dry, sound, mirror smooth and free from paint or chemicals
- Best results will be obtained if the plaster is sealed. Where necessary fill holes with filler and use fine sandpaper to smooth
- Switch off the supply of electricity to sockets and light switches as a precaution
- Switch off radiators during installation. Removal of radiators will aid installation if in the immediate area but not essential

Wallcovering

Allow wallcoverings to adjust to room temperature. Ensure the correct side faces the wall:

- **MAGPRINT**: The non woven paper side to face the wall
- **MAGLINER**: The shiny side to face the wall
- **MAGWRITE**: The black glossy side to face the wall
- **MAGPAINT**: The black side to face the wall

Adhesive paste

Ensure all MagScapes wallcoverings are hung using a high quality ready-mixed wallcovering paste.

Hanging instructions

- Cut wallcovering into required lengths
- Pour paste contents into paste tray
- Paste the wall. Soaking is not necessary
- Apply the cut lengths, edge to edge, vertically or horizontally as required
- Use a soft wallpaper brush to remove air bubbles and creases
- Use a straight edge and sharp trimming knife at corners
- Remove any excess paste with a damp sponge
- Leave to dry thoroughly (min 24 hrs)
- The wall is now ready to hold magnets

Care and maintenance

To clean wallcoverings and/or magnets wipe with damp cloth.

MAGLINER Finishing options

Once **MAGLINER** has been applied follow these steps to create your desired finish.

Overhang with a digital or regular wallpaper

- Ensure the lined wall is thoroughly dry
- Check the wallcovering instructions and apply paste as directed
- Lay the chosen wallcovering over the **MAGLINER**
- Use a soft wallpaper brush to remove bubbles and creases
- Use a straight edge and trimming knife or scissors at corners
- Remove any excess paste with a damp sponge
- Leave to dry thoroughly before applying magnets

Paint with your favourite colour

- Ensure the **MAGLINER** wallcovering is thoroughly dry
- Apply an All-Surface Primer* using brush or roller
- Allow to dry thoroughly (min 24hrs)
- Apply one or two coats of coloured emulsion paint as required

Note: Use a grey primer for dark colour overpainting

* Recommended: Zinsser Bulls Eye 123, B.I.N primer

Finish with an adhesive writeable laminate

- Ensure the **MAGLINER** wallcovering is thoroughly dry
- Carefully peel one corner back and apply to the wall in the correct position
- Slowly peel backing sheet away as you apply the material, flushing air bubbles and creases as you go

Tools required

- A felt or sponge roller for paste application
- Scissors or sharp blade knife
- Straight edge
- Soft wallpaper brush
- Soft cloth or sponge

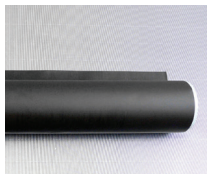
MagScapes Press coverage.

MagScapes scores highly on press and trend websites.



Order with MagScapes in 3 easy steps...

You can order online or by telephone if you need help selecting the wallcovering and magnets for your project.



1. Wallcoverings

Measure your wall and select a wallcovering type. Choose a **MAGLINER**, **MAGPAINT** or **MAGWRITE** finish or create your own design with our **MAGPRINT** custom service.



2. Adhesive

Select adhesive. All our wallcoverings are hung using a ready-mixed adhesive which you can buy from MagScapes or source locally.

Note: 1kg of paste will cover 3m² of material.



3. Magnets

Choose **MAGPLUS** or **MAGLITE** power magnets to complement your wall design or create your own magnet design and shape with our custom service.



To talk to a team member please call:

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W: magscapes.com
E: info@magscapes.com

Trade showroom:
5 Albemarle Way
Clerkenwell
London EC1V 4JB


MAGSCAPESTM
INVENTORS OF MAGNETIC WALLPAPER