



1. Overview

The magnetic name tag is a compact, durable identification solution designed for professional use in corporate, retail, and event environments. It combines a high quality anodised aluminium faceplate with a secure magnetic fastening system, eliminating the need for pins and preventing damage to garments.

2. Construction & Components

2.1 Front Plate (Name Display Plate)

- Material: Anodised aluminium
- Dimensions: 70 mm x 20 mm
- Surface Finish: Available in:
 - Silver anodised
 - Gold anodised
 - Black anodised

Marking: Suitable for high-resolution printing of company logo

Properties:

- Corrosion-resistant
- Scratch-resistant surface
- Lightweight and rigid

2.2 Rear Fixing Plate (Adhesive Steel Plate)

- Material: Nickel-plated steel
- Dimensions: 45 mm x 13 mm
- Mounting Method: Adhesive backing
- Function:

Precisely aligned and fixed to the rear side of the aluminium plate
Provides magnetic coupling surface for attachment system

Properties:

- High magnetic permeability
- Corrosion-resistant nickel plating

2.3 Magnetic Fastening Plate

- Base Material: Steel carrier plate
- Magnets: 3 x Neodymium (NdFeB) magnets
- Magnet Dimensions: Ø8 mm x 2 mm thickness (each)
- Configuration: Non linear arrangement for uniform holding force
- Function:

Provides strong, reliable attachment through clothing
Eliminates need for mechanical pins or clips

3. Performance Characteristics

- Attachment Method: Magnetic coupling (non-invasive)
- Holding Force: High retention force suitable for typical clothing layers (shirts, jackets, uniforms)
- User Safety: No sharp components; minimizes fabric damage
- Durability: High corrosion and wear resistance under normal usage conditions

4. Assembly Description

The adhesive nickel-plated steel plate is mounted with precision onto the rear surface of the anodised aluminium plate. The separate magnetic plate, containing three neodymium magnets, is positioned behind the garment, allowing magnetic attraction through the fabric to securely hold the name tag in place.

5. Customization Options

- Logo printing (single or multi-color)
- Font and layout customization
- Surface finish selection: silver, gold, black

6. Typical Applications

- Corporate staff identification
- Retail environments
- Hospitality and service industries
- Conferences and exhibitions
- Security personnel identification

7. Handling & Safety Notes

- Neodymium magnets are strong; **avoid proximity to sensitive electronic devices (e.g., pacemakers, credit cards)**
- Keep away from children due to small parts
- Do not expose to high temperatures (>80°C), which may degrade magnet performance

9. Summary

This magnetic name tag system offers a premium aesthetic combined with robust mechanical performance. Its anodised aluminium face ensures a professional appearance, while the neodymium-based magnetic fastening delivers reliable and garment-friendly attachment.