

Abracadabra



News from The Magic Touch® Spring 2021

Welcome to our latest edition of our Abracadabra newsletter. We hope that you and all concerned are well and ready to prepare for things to hopefully return to some form of normality. As always we strive to serve and support our customers with new product innovation and marketing support.



No Heavy Metal..... Just SoftMetallic!

Introducing a great new addition to the MagiCut product range. The "SoftMetallic" ticks all the boxes for those looking to decorate garments and textiles with the ultimate SoftMetallic feel. After 2 years in development the SoftMetallic offers easy cutting and weeding using traditional plotter/cutters. With its lightweight (62 Micron) elastic properties, precise and detailed designs are easily produced, the superb look and feel offers great potential for sportswear, fashion, promotional, workwear and craft markets.



Perfect for cotton, polyester and poly/cotton blends as well as performance fabrics that require that extra stretch flexibility from the transfer. The SoftMetallic transfers are applied at 150°C for 10 seconds, medium pressure and peeled cold. Available by the metre in 500mm roll width format in 9 stunning colours. Samples and colour swatch available on request.



New UHD Coated Aluminium

Under the "DyeSub Magic" brand the company introduce new printable coated aluminium. The UHD metal offers UV resistance with anti-graffiti properties, delivering affordable innovation for full colour indoor and outdoor signage.

The UHD aluminium sheets are strong, durable, flexible and lightweight. Print full colour with sublimation ink transfers using a suitable professional transfer heat press to apply. This unique product is heat and humidity resistant to EN-13501 and ISO 4892-3 standards, solvent and salt acids resistant and can be formed and bent with no surface cracking.

The aluminium panels are 1mm thick and available in 8 different sizes. The unique double coating process enables the panels to be trimmed and shaped easily avoiding any flaking or sharp edges. The UHD sheets are compatible with most recognised sublimation ink brands including Sawgrass, Epson, Jtec, Kiian, Sensient and STS.



Also Available



Self-Adhesive Panel Hanging Plates
Self-Adhesive Polyfibre Bumpers



Free Standing Panel Stands

Follow the Flock

Introducing 16 new colours to the range of Premium Flock. Considered a more upmarket option than standard flex, the raised effect of flock is also widely compared by many to give the look and feel of embroidery.

The new colours increase the choice of Premium Flock colours to 40, which is one of the widest ranges in the UK. Available by the linear meter with a width of 500mm. All flock products are OEKO-TEX certified against harmful substances.

The high quality flocked hot-melt film on a polyester carrier has high elasticity and outstanding washing durability with fastness up to 60°C. Precise and intricate designs can be easily cut and weeded using standard plotters and cutters. The weeded transfers are applied at 160°-170°C for 15-17 seconds using medium pressure on a professional heat press.

PREMIUM FLOCK



16 new additional colours



Join the existing Premium Flock colour range



Contact sales@themagictouch.co.uk if you require a swatch or material sample

MagicCut



New All-in-One Printex-Soldark

For customers using "Print & Cut" technology we introduce our latest innovation for garment and textile decoration with the new "All-in-One" printable PU, Printex-Soldark.

The improved and re-engineered coating formulation is now compatible with all Solvent, Eco-Solvent, Solmax, Solmax 3, TrueVis, Latex and Resin based inks. Superb ink absorption producing vivid colours and softer hand feel.

Suitable for transfer onto cotton, polyester, polyester/cotton, mixed/acrylic fabrics, softshell and other performance garments and fabrics. Perfect for full colour logos, designs, names, numbers and transfers for most types of sportswear, workwear and promotional items.

Available in 25m rolls in widths of 500mm, 750mm and 1020mm.

Please note: all printed Printex-Soldark transfers are applied to garments and textiles using traditional application tape.



It's Clearly Stickers



An addition to the CL Media range is our new "Clear Window Film" offering great potential in many different commercial, promotional and gift markets.

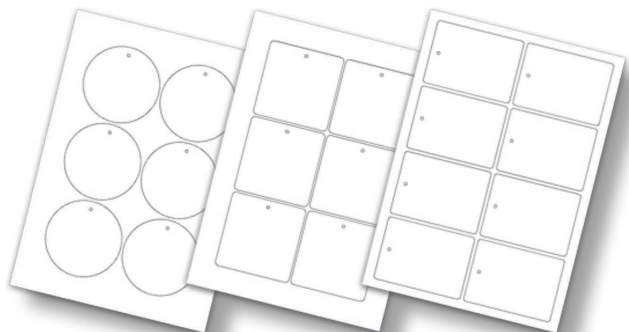
The pressure sensitive film is tear resistant, waterproof, removable and compatible with most CMYK and CMYW toner-based printers. Perfect for a multitude of applications including window and car stickers, signage and labels. Available in both A4 and A3 formats.

Having the ability to produce one-off and short run full colour stickers and pre-samples for customer evaluation offers a considerable marketing advantage.



A4 25 Sheets £30.00
 A4 50 Sheets £52.50
 A3 50 Sheets £105.00

Let's Get Fresh!



Introducing printable 100% polyester felt air fresheners. Suitable for full colour printing, the lowest MOQ possible and the ability to produce quickly, is a perfect marketing combination. The double-sided pre-cut sheets are available in round (6 per sheet), square (6 per sheet) and rectangular (8 per sheet) all costing only £1.60 per sheet. Template artwork is available to download from our website making the print process very easy on both sides if required.

The air fresheners can be printed using sublimation or toner based transfer paper such as TTC using a standard CMYK or CMYW toner printer. Once printed the customer can add their own choice of essential oil or fragrance to suit their preference. The oils are widely available on almost every high street or online and can be re-used time and time again due to the high absorption properties of the polyester felt.

Each individual sheet includes the relevant number of hanging ribbons and clear bags for presentation or counter POS. Perfect for cars, homes, souvenirs, charities, sports clubs, associations and many more. Can also be used as a luggage/bag tag or a Christmas decoration.



Phone Pouches

Perfect protection for smart phones including the new iPhone 12 & Samsung S21

120 x 75 x 6mm 10 Pack - £5.00

130 x 78 x 7mm 10 Pack - £16.28

145 x 80mm 10 Pack - £18.38

165 x 90mm 10 Pack - £20.48

Suitable for Sublimation and Toner Transfer

Videos

Check out our updated videos featuring our different transfer papers and many of the product processes. Recently added include the full colour decoration of Softshell jackets and Beanie Hats.



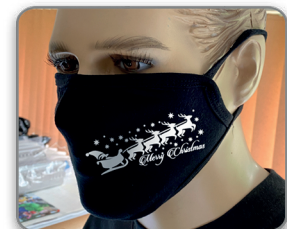
Zoom Support

Whilst we hope normality will be resumed in the near future we intend to continue with our weekly Zoom sessions that have now been enjoyed by over 200 customers in the past 12 months. Covering both technical, sales and our various marketing initiatives for those wishing to participate.



To arrange your zoom contact sales@themagictouch.co.uk

SPECIAL OFFERS



Facemasks

Clear Plastic Blister Packs ideal for Face Masks
Compartment size - 120mm x 65mm x 20mm - Pack of 10 - £1.00
Visit themagictouch.co.uk for more special offers

During these difficult times we would appreciate it if you could place your orders online. This makes the order process operate more efficiently. Should you have any issues in registering please contact us directly. Any special trading terms will automatically apply for all account customers. Also if you use this voucher code

FREESHIP2021

you will get free delivery with your next order.* *Excluding heavy equipment and ceramic mugs (Minimum spend £150 Mainland UK only, excludes Ireland, Scottish Highlands and offshore Islands).

For the latest news, products & offers follow us here



or request news by Email from sales@themagictouch.co.uk

IMAGES
AWARD 2007

British Association for Print & Communication



Supplier Of The Year 2017



National Award Winner
1994, 1996, 1997, 1999
Award of Excellence
1998, 1999

THE TROPHEX SHOW

Best New Technology 2011,2013
Best Transfer Product 2012, 2017, 2018
Best Innovation 2014, 2015
Best Marketing 2016

Printwear & promotion

EXCELLENCE AWARD 2008