

**Wahl Marketing Communications**  
6250 Lakota Drive Cincinnati, OH 45243  
(513) 561-7301 – Phone (513) 561-0814 – Fax  
[jimwahl@fuse.net](mailto:jimwahl@fuse.net)

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**For More Information Contact:**  
Jim Wahl                      Ken Koch  
Wahl Marketing              The Electrodyne Co., Inc.  
(513) 259-3809              (513) 732-2822  
[jimwahl@fuse.net](mailto:jimwahl@fuse.net)          [ken@edyne.com](mailto:ken@edyne.com)

**Plastalloy™ Strontium Ferrite Magnets Accept Custom Magnetization Patterns for  
Use in Security, Encoders, Automotive and Industrial Applications**

Cincinnati, OH –Plastalloy™ from The Electrodyne Company Inc., can be magnetized using various magnetization methods including conventional, two-poles each side, multiple-poles, or with custom magnetization patterns to suit many industrial and commercial applications. Plastalloy™ is certified for the extremes of most automotive applications including exposure under the hood, and inside the engine, transmission and differential. It is also ideal for use in custom encoders and speed sensing magnets, as well as Hall Effect and other magnetically actuated switches, magnetic security locks, coin dispensing machines, frictionless bearings, spring overriding devices, electron beam deflection, appliances, and other commercial and industrial applications. Since it is lead free, Plastalloy™ is ideal for environmentally sensitive applications.

Plastalloy™ can be bent, twisted, and flexed without the loss of magnetic energy (up to 1.6 MGOe). It is available in magnet sheets, strips or die-cut shapes, with options including pressure sensitive adhesive, polarity identification, customized formulations, and special cutting techniques. Electrodyne's veteran staff can provide technical assistance, including the production of specialized compounds and magnetizing fixtures to meet customers' demands.

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With over thirty years of experience and nearly 50 patents awarded to them, The Electrodyne Company Inc., is an industry leader in magnetic material design and manufacturing. Their fully equipped lab can perform testing to include magnetic hysteresis, magnetic field mapping, tensile strength, elongation, gauss measurements, heat aging, pull testing, and more. All facilities are ISO 9001/2000 registered for quality assurance. For more information contact The Electrodyne Company, Inc., 4188 Taylor Road, Batavia, OH 45103, visit [www.edyne.com](http://www.edyne.com), or call (513) 732-2822.

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