# MagTech®

— Pioneer of Flexible Magnetic Functional Accessories

**Magnetic Functional Accessories That Understand Apparel**

An Apparel Accessories Brand under MAGTECH
(Beijing Magnetic Technologies Co., Ltd.)

Beijing Magnetic Technologies Co., Ltd.

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## What is the most essential function of clothing?

## And what is the core mission of accessories?

Clothing exists to protect, express, and enable. Accessories exist to make that possible — seamlessly, elegantly, and without friction. MagTech was born to solve the everyday "inconveniences" that traditional fasteners create.

# 01 Brand Story: Born from Attention to "Inconvenience"

### Founder Story: Touched by "Inconvenience"

Xu Ruiyao — Leading science communicator and influencer in the rare-earth permanent magnet industry, known as "Rare-Earth Magnet Sister". With 20 years of deep expertise in rare-earth permanent magnets, she spent 8 years at a central-state-owned listed rare-earth permanent magnet company, leading teams that mainly served Fortune 500 clients in automotive, consumer electronics, and industrial motors.

### Brand Belief: Providing an Invisible Helping Hand for Every Moment of Inconvenience

During a hospital stay and surgery, the founder "Magnet Sister" — always strong and independent — discovered that even simple tasks like buttoning a shirt became difficult under special circumstances. This was not merely inconvenience; it concerned the dignity of living. After 18 years focused exclusively on serving cutting-edge industrial clients, she had an epiphany: the technology people need most is not what makes the strong stronger, but what gives those temporarily inconvenienced an "invisible helping hand".

She then led her team through 5 years of innovation to develop flexible magnetic functional accessories specifically designed for the apparel sector.

# How Many People Are Trapped by the Simple Act of Getting Dressed?

From the elderly struggling with buttons, parents helping children, people with limited mobility, outdoor enthusiasts in cold weather wearing gloves, to anyone recovering from injury — fastening clothing should never be a barrier to dignity or independence.

**MagTech exists for every moment when traditional fasteners fail the people who need them most.**

# Why Magnets? One-Touch Closure — The Most Convenient and Elegant Way to Fasten

### Flexible Magnetic Functional Accessories

Magnetic fastening is the only closure method that allows true one-handed, eyes-free operation. MagTech brings industrial-grade magnetic technology into soft, wearable forms designed exclusively for clothing.

*"The technology we need most is not what makes the strong stronger, but what gives those temporarily inconvenienced an invisible helping hand."*

# 02 MagTech: Flexible Magnets Born for Apparel

### Core Innovation: From "Hard Magnets" to "Soft Magnets"

Transforming magnetic functional accessories from "makeshift adaptation" to "tailor-made" solutions refined for every apparel detail and scenario.

| Traditional Industrial Magnets | MagTech Flexible Magnets |
| --- | --- |
| Heavier • Harder<br>Designed for industrial & digital use<br>Price volatility high | Lighter • Softer<br>Perfectly suited for apparel<br>Utilizes idle rare earth • Price stable |

The core team consists of senior experts from the industrial magnetic materials field. We exclusively develop flexible composite magnetic materials based on rare-earth permanent magnets (SmFeN, NdFeB).

**From "Industrial Hardcore" to "Soft Care"**

# From Automotive Motors to Apparel Zippers — We Build Accessories with the Quality Control of Building Cars

## Hardcore Comparison: Industrial Magnetic Materials vs. MagTech® Apparel Soft Magnetics

| Dimension | Traditional Apparel Magnetic Snap | MagTech® Apparel Composite Flexible Magnet | MagTech® Core Advantages |
|---|---|---|---|
| **Uniform Magnet Tech** | Single-stage magnetizing; concentrated force damages fabric | Multi-stage magnetizing; mild & even force protects fabric | **Evenly magnetized, gentle grip** |
| **Light Magnet Tech** | Density: 7.5 g/cm³; strong metal foreign-body feeling | Density: 3.8–4.5 g/cm³; lightweight & traceless | **Soft magnetic fit, no foreign sensation** |
| **Soft Magnet Structure** | High rigidity; easy to crack; non-bendable | Shore A 70–90; soft & elastic; bendable 180°+ | **Flexible and resilient; impact-resistant and shatterproof** |
| **Stable Magnet Process** | Demagnetization >30% after ironing; unstable magnetism | Demagnetization <5% at ≤130°C; 95%+ force retention after thermal shock | **Stable magnetism, durable performance** |
| **Corrosion-Resistant Tech** | Needs plating; 24–48 h salt spray; easy to rust | Plating-free; 48–96 h salt spray; wash-resistant, no rust | **Wash and corrosion resistant; longer lifespan** |
| **Easy Processing Design** | Uncuttable & un-sewable; incompatible with apparel processes | Freely cuttable & sewable; fits all apparel processes | **Customizable cutting; reduces remodeling costs** |
| **Eco-Certification** | Only basic testing; no professional eco-certification | SGS hazardous substance testing + EU RoHS dual certification; recyclable materials | **Eco-friendly; meets international standards** |
| **Material Logic** | Single magnet; industrial cross-border use | Multi-rare-earth composite modification; customized for apparel | **Customized formulation; scenario-adaptive** |
| **Core Position** | Made for industry; incompatible with apparel | Made for apparel; exclusive magnetism adaptation | **Apparel-exclusive; settle for no less** |

**Key capabilities: Bendable • Washable • Sewable • Cuttable**

# 03 MagTech Series Quality & Safety Management System

*Building industry standards for magnetic functional accessories with industrial-grade safety and rigor*

| | | |
|---|---|---|
| **Constant Temperature & Humidity Test**<br>Temperature: -60°C<br>Humidity: 60%<br>Storage: 128 hours | **Boiling Water Test**<br>Temperature: 80°C<br>Pure water<br>Duration: 15 min | **Bending Resistance Test**<br>Front & back 90° bends<br>10,000 cycles |
| **Thermal Shock Test**<br>Temperature: -40°C to 60°C<br>1 hour per zone<br>50 cycles | **Salt Spray Test**<br>Temperature: 35±2°C (sealed)<br>Salt concentration: 5%<br>PH: 6.5–7.2<br>Continuous 48 h | **Tensile Strength Test**<br>Maximum elongation: 150% |
| **High/Low Temperature Storage**<br>80°C for 168 hours<br>-18°C for 168 hours<br>Then surface magnetism & bend tests | **Washing Test**<br>Room-temperature water<br>Standard duration: 15 min<br>10 cycles<br>Neutral detergent | **Artificial Sweat Test**<br>Environment: 37°C ±2°C<br>Standard duration: 24 h |

# MagTech Third-Party Test Reports

MagTech products have passed rigorous third-party testing and hold multiple international certifications:

**SGS – RoHS • SGS – REACH • SGS – Formaldehyde • CTI – PFAS • CTI – Halogen • Intertek (Adidas) • GRGTEST – Washing Test**

These certifications confirm that MagTech materials meet strict international standards for safety, environmental compliance, and performance under real apparel use conditions (washing, ironing, sweat, mechanical stress).

# 04 MagTech Core Product Matrix: Hide, Lock, Link

Transforming the niche magnetic fastener category — previously limited in choice and quality — into a multi-scenario, specialized, and refined magnetic functional accessory category.

| | | |
|---|---|---|
| Positioning: Foundation / Basic series<br>Focus: "Invisible" & "Flexible"<br><br>Main applications: zipper plackets, cuffs, etc. Replaces traditional Velcro and button zippers. Enables clean, aesthetic design while retaining full functionality.<br><br>**Launched 2022**<br>Current mainstream foundational product line | Positioning: Appearance + Function series<br>Focus: Convenient magnetic attraction combined with "locking" function<br><br>Co-created with more brand clients for targeted scenarios. Main targets: underwear, shoes, bags, outdoor gear, etc.<br><br>**Partial new releases in 2026**<br>Key launch focus in 2027 | Positioning: Smart wearable series<br>Focus: "Conductivity" & "Sensing"<br><br>Under development. Applications: wearable devices, modular clothing, and specialized functional garments integrating communication and electronic technologies.<br><br>**R&D; in 2026**<br>Partial launches in 2027 — premium series |

# MagTech Soft Magnets: Three Product Forms — Magnetic Wire, Magnetic Strip, Magnetic Button

| Magnetic Zipper / Wire | Magnetic Placket / Strip | Magnetic Button |
|---|---|---|
| **Magnetic Wire Series**<br>Includes round, racetrack, and other irregular shapes and lengths. Freely cuttable. Flexible adaptation to various zippers, pockets, and similar applications. | **Magnetic Strip Series**<br>Flexible magnetic strips of different thicknesses and widths. Suitable for continuous-length use such as plackets, pockets, collars, bag closures, etc. Cut to required magnetic force according to fabric. | **Magnetic Button Series**<br>Includes elliptical, round, and other styles of flexible magnetic snaps. Easy to install, invisible and aesthetic. Available with or without protective film. Higher waterproof requirements recommend protective film. Colors can be matched to fabric. |

# MagTech Colorful Series

Silicone Magnetic Wire Series • Flexible Magnetic Wire Series • Magnetic Button Series
Different lengths, shapes, and magnetic forces can be customized. Special magnetic circuit design for precise alignment. Multi-color appearance and shapes available for customization.

# Diverse Fixing Processes: Sewing, Heat Pressing, Film Processing, Channel Insertion

| | |
|---|---|
| **1. Direct Sewing of Bare Magnets** | All soft magnetic strips (with or without film) can be sewn directly. |
| **2. Heat Pressing of Bare Magnets** | Place bare magnet inside the fabric, then heat-press with hot-melt adhesive film or after dispensing adhesive. Recommended: low-temperature adhesive film 130–140°C for 10–20 seconds. After dispensing, heat-press within 30 minutes at 120–130°C for 10–20 seconds for best results. |
| **3. Film Sewing or Heat Pressing** | For products with higher waterproof requirements, use film heat-pressing or sew directly to the edge of the membrane. |
| **4. Channel Insertion** | Create a channel and insert the magnetic component. Mainly suitable for linear magnetic accessories. |

# 05 Application Scenarios

*Zippers, Plackets, Cuffs, Collars and Other Frequent Open/Close Scenarios*

MagTech solutions can be applied across a wide range of apparel and soft goods:

- **Outerwear & Jackets:** Magnetic plackets, hood adjustments, pocket closures, cuff tabs, hem adjustments.
- **Down Jackets & Parkas:** Magnetic front closures, removable hood magnets, internal pocket magnets, adjustable hems.
- **Workwear & Utility Vests:** Magnetic pockets, tool attachment points, modular panel connections, quick-release flaps.
- **Pants & Cargo Styles:** Magnetic side openings, pocket flaps, adjustable waist/hem, leg openings.
- **Underwear & Intimate Apparel:** Soft, comfortable magnetic closures that eliminate pressure points from traditional hooks.
- **Bags, Footwear & Outdoor Gear:** Magnetic closures, adjustable straps, modular attachment systems.
- **Children's & Adaptive Clothing:** Easy one-handed or caregiver-assisted fastening for independence and dignity.

The materials support continuous magnetic strips for long plackets as well as discrete magnetic buttons and wires for precise placement.

# About Us: Independent R&D;, Creative Leadership, Process Development, Quality Leadership

### Company Vision

MAGTECH is committed to becoming a globally leading magnetic application product development platform. The MagTech® sub-brand focuses on becoming the "Pioneer of Flexible Magnetic Functional Accessories". Using advanced magnetic science and materials, we make design more interesting and wear more convenient and beautiful.

We combine industrial-grade magnetic expertise with apparel-specific design and manufacturing know-how to create products that truly serve clothing, not just "adapted" industrial parts.

# 2026: Online Cases Going Viral, Offline Design Creativity, Workshop Processes for Rapid Client Sampling

### Sample Design Workshop

We develop fixed production processes for magnetic accessories, design sample garments, and provide display samples for agents. Rapid response to brand clients' pattern-making, testing, and modification needs.

### Production Scene Documentation

100+ matrix accounts sharing creative application videos, magnetic accessory process cases, leading more designers to participate in creation, gaining insights into end-consumer product needs, and providing processing process support for clients.

### Overseas + China Social Media

Currently 17,000+ followers on the official Instagram account. Domestically (Xiaohongshu, Video Accounts, Douyin): 100+ matrix product accounts + IP accounts expanding influence on designer creative design.

# Market Validation: From "Data" to "Word-of-Mouth" Recognition

*The market is the best proof — a new category is being seen by the world*

### High-Speed Business Growth Data

- 159% Compound Annual Growth Rate (2023–2025)
- 198 new clients in 2025; repurchase growth of 117%
- 191% transaction growth rate — MagTech soft magnets have become a viral accessory

### Well-Known Brand Collaborative Development

MagTech was first applied to silk fabrics — high-end silk scarves. It was later embraced by independent designers and online designers, leading to various viral online products such as magnetic baseball caps and magnetic down jackets. In 2025 it officially debuted at the Shanghai Intertextile fabric and accessories exhibition, entering the field of vision of more well-known brand designers.

In early 2026 it exploded on Instagram social media. More well-known domestic and international brands and accessory channel partners began seeking MagTech soft magnets for more innovative design development. Currently we have started joint development and cooperation with multiple world-renowned first- and second-tier brands.

# Professional Team: Cross-Border Innovation by Industrial Magnetic Experts

*Using industrial-grade hardcore technology to deliver apparel-grade soft care*

### Xu Ruiyao — Founder, Magnetic Materials Expert, Chief Product Manager

20 years deep in rare-earth permanent magnets. Leading industry IP "Rare-Earth Magnet Sister". Spent 8 years at a central SOE listed company (one of the five major permanent magnet patent enterprises). Magnetic materials expert.

### Geng Xufang — Process & Manufacturing Expert

Former Production Technology Section Chief at Panasonic Electric. Former Production Director at Guoguang Electric. Many years leading overall production operations; rich experience in production management and enterprise operations.

### Yu Shujun — Mechanical Structure Expert

Nearly 40 years of mold industry experience. Former Chief Engineer of Technology & Manufacturing Development at Beijing Panasonic Electronic Components. Studied in Japan; led precision manufacturing and product structure design.

### Engineer Wang — Magnetic Circuit Design Expert

Chief Engineer of magnetic circuit design. Deep expertise in magnetic material development and manufacturing. Extensive experience in permanent magnet motors, medical MRI, wind power, magnetic transmission, and related fields.

### Song Hangfeng — Apparel Designer

Outstanding graduate of Beijing Institute of Fashion Technology; winner of multiple design awards. Responsible for sample garment design integrating magnetic accessories, connecting technology and fashion to create cross-border products.

### Li Yanhui — Pattern Maker / Process Technician

27 years as a senior celebrity pattern maker. Long-term pattern design and production for well-known actors (Liu Yuning, Tan Jianci, Wang Xingyue, etc.) for concert costumes, as well as for CCTV hosts' program costumes. Rich pattern-making experience.

# Be Different. Create Differently.

With cross-domain innovative partners, leveraging distinctive products to create distinctive value.

**Better is not enough — Be Different.**

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## MAGTECH — MagTech®

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*Together, let's redefine the way innovative apparel opens and closes.*