

# History of Master Magnetics

MASTER MAGNETICS, INC.  
THE MAGNET SOURCE



**1976** A New Source

Master Magnetics, Inc., a.k.a. The Magnet Source, was founded in Castle Rock, Colorado by Jack Nellessen. The original building had 4,000 square feet of work space and was partially heated with a wood burning stove.



**1976** Magnetic Tool Holders

The product that launched a thriving magnet business was created by Nellessen. Over 2 million tool holders have been sold to date.



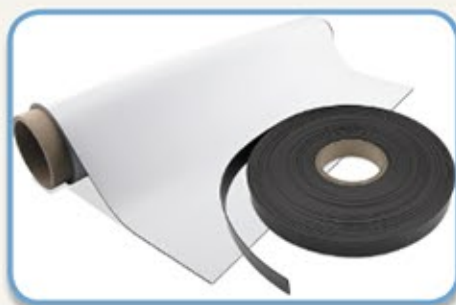
**1978** Retrieving Magnets

In our recognizable red enamel, the addition of these strong retrieving magnets are still cornerstone products.



**1978** First Expansion

5,000 square feet of space was added to the southwest, providing for more production and shipping areas. In 1988, the two-story structure was built to the southeast and offices were moved upstairs.



**1982**

Magnetic Sheet  
and Strip

MMI expanded into a new market with flexible magnetic sheeting and strip. It remains a major segment of our product groups today.

**1981** Magnets in Florida

Miami Magnet Co. was added as an exclusive distributor of The Magnet Source® product line.

**1983**

Craft and  
Hardware Magnets

The product line developed with packaged magnets for the craft and hardware markets. What began with a handful of packaged products is now over 250 SKUs.



**1986** Magnets in California

A-L-L Magnetics was added as an exclusive distributor of The Magnet Source® product line.

**1987** Neodymium Blocks, Discs and Rings

With the invention of neodymium in the early 1980s, MMI responded to market demand and began offering this rare earth magnet to industrial and resale customers.



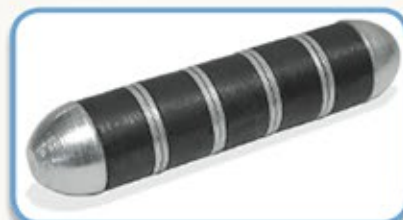
**1989** Got Space?

A warehouse was added to give an extra 5,000 square feet of storage space.



**1990** Ru-Master 5 Cow Magnet

Nellessen invented this unique magnet designed to treat hardware disease in bovines.



**1993** Magnets in Ohio

Master Magnetics opened a facility in Marietta, Ohio, specializing in flexible magnetic sheeting and strip.



**1996** More Growth

An 18,000 square foot building was constructed to provide new areas for offices, production, warehousing and shipping/receiving.



**1997** Pick-Up Pal™



This innovative magnetic product brings magnetic tools into garages and sheds across the U.S. thanks to the small, portable size.

**2000** PrintMagnet™

24" Magnetic Sweeper  
with Release

Product innovation continued with PrintMagnet – allowing users to print their own magnetic photos at home, and the expansion of the magnetic sweeper line.



**2001** Expanding Eastward

Master Magnetics acquired several buildings in Elbert, Colorado, which are used for production, warehousing and shipping.



**2001**

Magnetic  
Mini Sweeper™

Sizing our sweepers down for home use, the Mini Sweeper adds another layer of product dimensionality to the magnetic sweeper line.



**2004** Stud Magnet™

Capitalizing on the DIY and home improvement craze, this unique product locates wall studs and even helps get that first nail started.



**2007** Magnetic Nail Starter™

This clever magnet tool holds the nail and saves your thumb.



**2014**

Pop 'N Catch® Magnetic Bottle Opener

Our fun loving bottle opener joined the product mix. Portable, powerful and perfect for gift giving. Cheers!



**2016** Looking Ahead

40 years of industry success has prompted even more growth. In addition to record sales and expansion in the market, with over 20 million magnets in stock, another building is under construction to house the ad specialty department of Master Magnetics. The future looks bright!

**2010** Neodymium Lifting Magnets

Bringing the muscle to the industrial product line with these small, extremely strong lifting magnets.

