

magnifique

FRIDGE MAGNETS MADE IN THE UK
BY GIBSON PLUS



Who is Gibson Plus?

Gibson Plus is a family-run, manufacturing business based on the outskirts of Newtownards, an historic market town in beautiful County Down, Northern Ireland. Established in 1989 by Brian and Jacqui Gibson, the everyday running of the business is now taken care of by their children, Susan and Matthew. Traditionally, our company specialised in the manufacture of labels, badges and signs, selling mainly to industrial customers, schools and nursing homes. We pride ourselves on having built our family business around a core of loyal, returning customers over many years. Quality products at fair prices, attention to detail and excellent customer service are our top priorities at Gibson Plus.

What are Magnifique Magnets?

In 2020 we came up with the Landmark Baubles, which encompassed many much beloved landmarks with a Christmas scene. Retailers loved them, but many had the same question, could you produce something which we could sell all year around, hence the Magnifique Magnet was born. Our Magnifique Magnets are high-quality, hand-crafted, engraved magnets made from durable 3mm maple veneer wood which measures at 70mm². The engraved detail of the magnet is spectacular – the foreground showcases your image depicted with acute attention to detail, while the background features glorious blue skies!

Around the world in 80 magnets

Why a fridge magnet? Well sometimes all it takes is a simple image to transport you back to a special time in your life. A quick glimpse at the fridge and you can travel to any of your special places whether that be historic Rome, bustling Barcelona, beautiful Budapest or maybe even iconic Istanbul! Take your fridge magnet in hand and you can get fully immersed in travelling back to those special places, the most delectable cone of gelato in hand, flavoured with those famous Sorrento lemons, the rich smell of garlic in the air as you stroll down the street with Dean Martin's "That's Amore" ringing out from the street vendors, taking in all the beautiful artwork displayed in the shop fronts. As well as being the perfect addition to any tourist shop, the magnets also help support U.K manufacturing as they are all produced in house by our team in Newtownards.

Make them your own!

The Gibson Plus Magnifique range celebrates your beloved local landmarks on that perfect hot summer's day. You have our personal guarantee of excellent customer service and premium products in just 3 simple steps:

1. Choose a local landmark aimed specifically at your customer base and choose the text to go around the outside. The message is bespoke to you - after all, you know your customer base better than anyone!
2. Gibson Plus will produce professional artwork for your approval. Then you will liaise directly with our design team so we can add any finishing touches that you may require.
3. Confirm you are happy with the design and Gibson Plus will commence production. In just a short time, you will be selling your very own hand-picked collection of Magnifique Magnets.

CONTACT US: 028 9181 8801 ADMIN@GIBSONPLUS.CO.UK

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Welcome to our family business – a word from Susan and Matthew of Gibson Plus Magnifique Magnets

“Landmarks and landscapes are the pillars of our memories. When we see images of those special places, we reconnect with people, past and present. Our exquisite range of Magnifique Magnets transports you to those beautiful times of nostalgia and sentiment, where you can relive and share those precious memories with friends, family and loved ones. Our family business, Gibson Plus, is run on the same principles that our parents instilled in us from an early age – honesty, fairness, empathy and respect. All our products are designed and manufactured in the UK, and you can be assured that, being a family-business, we value the importance of community and relationships. You will have a dedicated customer service manager, a commitment to attention to detail and our no quibbles guarantee will ensure a smooth process with us. We look forward to creating your magnets with your landmarks for your customers.”

What works on a Magnifique Magnet:

- Tower's especially if they are on a mountain range!
- Stately homes
- Lighthouses, people love lighthouses they always remind them of their favourite coastal town!
- Something unique to your area for example the Loch Ness Monster or Finn McCool (the giant from the giant's causeway).
- Farm animals specific to your area for example a Highland cow or Shetland pony.
- Iconic logo's e.g. the Johnnie Walker logo (remember it has to be your own logo!)
- Local saying's, adding a local saying to the outside of your magnet can add a bit of humour and show that you really understand your local market.
- Items which would appeal to hobbyists for example a famous tractor or a famous motorbike.
- Something that people always drive by on their way home from holiday. For those living in Northern Ireland when we see the Harland and Wolff cranes of Belfast, we know we're home.
- Areas of historical significance to the local community e.g., an old mill
- Areas of cultural and economic significance to the local community e.g., a fishing trawler coming into port.

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