WHAT IS CLAIMED IS:

1. A roller for handling a substrate web, comprising:

(a) a rotatably fixed shaft;

(b) a sleeve circumscribing said rotatably fixed shaft, wherein said sleeve is configured to rotate about the shaft; and

(c) an array of magnets adjacent to the shaft, wherein individual magnets of said array of magnets are oriented so as to provide magnetic field lines propagating along a direction orthogonal to said rotatably fixed shaft, which magnetic field lines are configured to couple to said substrate directed adjacent to said sleeve.

~~2. The roller of claim 1, wherein said sleeve is configured to rotate around said shaft with the aid of one or more bearings.~~

~~3.~~2. The roller of claim 1, further comprising a pole piece adjacent to said rotatably fixed shaft, wherein an individual magnet of said array of magnets is attached to said pole piece.

~~4. The roller of claim 1, wherein said array of magnets comprises at least two magnets.~~

~~5. The roller of claim 1, wherein said array of magnets comprises a magnet formed of a ferromagnetic material.~~

~~6. The roller of claim 1, wherein said array of magnets comprises a magnet formed of iron, nickel, cobalt or combinations thereof.~~

~~7. The roller of claim 1, wherein said array of magnets comprises a magnet formed of one or more rare earth metals.~~

~~8. The roller of claim 1, wherein said array of magnets comprises an electromagnet.~~

~~9.~~3. The roller of claim 1, wherein said roller is configured to direct said substrate web adjacent to said sleeve upon the application of said magnetic field lines, wherein said substrate web is directed at a wrap angle.

~~10.~~4. The roller of claim ~~9~~3, wherein said array has a radial size that is larger than said wrap angle and less than or equal to about 1/2 of a circumference of said sleeve.

~~11. The roller of claim 1, wherein said array has a radial size that is less than or equal to about 1/2 of a circumference of said sleeve.~~

~~12. The roller of claim 11, wherein said array has a radial size that is less than or equal to about 1/3 of the circumference of said sleeve.~~

~~13.~~5. The roller of claim 1, wherein said array of magnets comprises a first magnet having a north pole adjacent to said rotatably fixed shaft and a south pole adjacent to said sleeve, and a second magnet having a north pole adjacent to said sleeve and a south pole adjacent to said rotatably fixed shaft.

~~14.~~6. The roller of claim ~~13~~5, wherein said array of magnets further comprises a third magnet having a north pole adjacent to said rotatably fixed shaft and a south pole adjacent to said sleeve.

~~15.~~7. The roller of claim ~~14~~6, wherein said second magnet is radially disposed between said first and third magnets.

~~16.~~8. The roller of claim ~~14~~6, wherein said third magnet is radially disposed between said first and second magnets.

~~17. The roller of claim 1, wherein said sleeve and/or said rotatably fixed shaft are cylindrical.~~

~~18. The roller of claim 1, wherein an individual magnet of said array of magnets is separated from said sleeve by a gap.~~

~~19.~~9. A method for moving a substrate web, comprising:

~~(a)~~ providing a roller according to any one of claims 1-8~~, said roller comprising:~~

~~(i) a rotatably fixed shaft;~~

~~(ii) a sleeve circumscribing said rotatably fixed shaft, wherein said sleeve is configured to rotate about the shaft; and~~

~~(iii)~~(a) ~~an array of magnets adjacent to the shaft, wherein individual magnets of said array of magnets are oriented so as to provide magnetic field lines propagating along a direction orthogonal to said rotatably fixed shaft; and~~

(b) providing ~~said~~ a substrate web comprising a magnetically attractable material adjacent to said sleeve; and

(c) moving said substrate web upon the coupling of said substrate web to said magnetic field lines.

~~20. The method of claim 19, wherein said substrate web comprises a magnetically attractable material.~~

~~21. The method of claim 19, wherein said substrate web is formed of stainless steel.~~

~~22.~~10. The method of claim ~~19~~9, wherein (b) comprises attracting said substrate web to said roller with the aid of said magnetic field lines.

~~23.~~11. The method of claim ~~19~~9, further comprising providing translational motion to said substrate web.

~~24. The method of claim 23, wherein said translational motion is provided along a tangential direction of said sleeve.~~

~~25.~~12. The method of claim ~~19~~9, wherein (c) comprises moving said substrate web adjacent to said sleeve at a warp angle.

~~26.~~13. The method of claim ~~19~~9, wherein said array of magnets comprises a first magnet having a north pole adjacent to said rotatably fixed shaft and a south pole adjacent to said sleeve, and a second magnet having a north pole adjacent to said sleeve and a south pole adjacent to said rotatably fixed shaft.

~~27.~~14. The method of claim ~~19~~9, wherein said array of magnets further comprises a third magnet having a north pole adjacent to said rotatably fixed shaft and a south pole adjacent to said sleeve.

~~28. The method of claim 27, wherein said second magnet is radially disposed between said first and third magnets.~~

~~29. The method of claim 27, wherein said third magnet is radially disposed between said first and second magnets.~~

~~30. A roller for moving a substrate, comprising:~~

~~(a) a sleeve circumscribing a rotatably fixed shaft, wherein said sleeve is configured to rotate about said rotatably fixed shaft; and~~

~~(b) an array of magnets disposed between said sleeve and said rotatably fixed shaft, wherein said array of magnets comprises two or more magnets that have poles that are oriented in an anti-parallel configuration so as to provide magnetic field lines propagating along a direction orthogonal to said rotatably fixed shaft, which magnetic field lines are configured to couple to said substrate disposed adjacent to said sleeve.~~

~~31.~~15. A roller system, comprising:

(a) a roller as in ~~claim~~ any one of claims 1-~~81 or 30~~;

(b) a pay-out roll and uptake roll; and

(c) a substrate web that is directed about or along the roller from said pay-out roll to said uptake roll.