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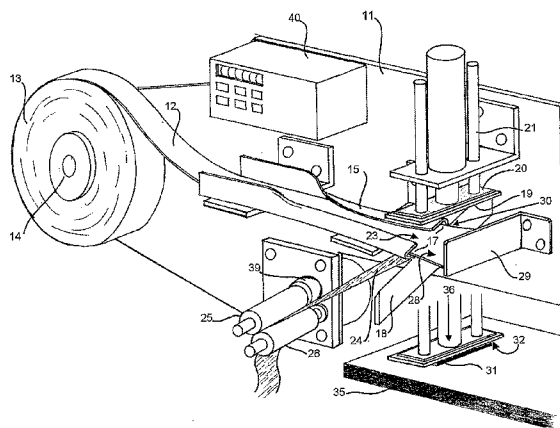
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(54) Title: FLEXIBLE MAGNETISED PORTION APPLICATOR DISPENSING APPARATUS AND METHOD



(57) Abstract: A flexible magnetised portion applicator is disclosed. The apparatus applies a portion of flexible self-adhesive magnetised material (31) onto a card that is typically promotional in nature, for it to be held magnetically against a metal surface, via the method of pulling the magnetised material's adhesive release-coated backing paper (28) between rollers that grip the material (25) and (26), which when correctly rotated, draw suitably wide, adhesive-backed magnetised material (12) from a roll (13) into the apparatus (11) to project the material (28) over a stationary lower blade (18) and then cut a portion via a shear action (30) between a descending upper blade (19) mounted on a linear actuating ram (21) and the stationary lower blade (18), to then carry via the magnetism possessed within each portion (32) and press-apply (36) the self-adhesive portion of magnetised material (31) onto the upper-most card in a stack of cards (35) residing beneath the apparatus positioned to receive the said portion.



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