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.~~;~~ and

(d) a pole piece adjacent to said rotatably fixed shaft, wherein an individual magnet of said array of magnets is attached to said pole piece.

~~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.~~

~~3~~2. 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.

~~4~~3. The roller of claim ~~3~~2, 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.

4. 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;

(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;

~~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.

65. The roller of claim ~~54~~, 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.

~~76~~. The roller of claim ~~65~~, wherein said second magnet is radially disposed between said first and third magnets.

~~87~~. The roller of claim ~~65~~, wherein said third magnet is radially disposed between said first and second magnets.

~~98~~. A method for moving a substrate web, comprising:

(a) providing a roller according to any one of claims 1-~~87~~;

~~(a);~~

(b) providing 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.

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.

~~109~~. The method of claim ~~98~~, wherein (b) comprises attracting said substrate web to said roller with the aid of said magnetic field lines.

~~1110~~. The method of claim ~~98~~, further comprising providing translational motion to said substrate web.

~~1211~~. The method of claim ~~98~~, wherein (c) comprises moving said substrate web adjacent to said sleeve at a warp angle.

~~13. The method of claim 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.~~

12. A method for moving a substrate web, comprising:

(a) providing a roller according to any one of claims 1-7;

(b) providing 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.

~~14. The method of claim 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.

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

~~(d) a roller as in any one of claims 1-8;~~

~~(e) a pay-out roll and uptake roll; and~~

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