

ColourSoft™ Mats

Artwork Guidelines

The ColourSoft™ mat was developed in response to numerous demands from customers for a mat in the style of the SoftMat™ capable of taking a full colour print. It has the same 'cling' base as the SoftMat™ and a clear, sand-grain top surface with an exceptionally vivid full colour print.

ColourSoft™ materials

The specially formulated 'cling' undersurface gives ColourSoft™ mats superb lay-flat and non-slip qualities. The clear sand-grain top surface provides a soft comfortable feel and superb mouse tracking.

Special features of ColourSoft™ mats

The exceptionally bright, vivid graphics on these mats are produced by an innovative laser print, which removes the need for making expensive plates and makes ColourSoft™ mats ideal for shorter runs.

There is a modest set-up charge, which includes providing a full colour printed proof sample mat for your approval prior to production.

We can match most colours well but it is impossible to match some shades accurately. Colour matching is the art of compromise. For example, the price of a perfect match on a red might be a variation on a blue.

It is not always possible to maintain exact colour consistency during a print run and the match between proof and print may vary more than conventional offset litho. Metallic colours do not reproduce well.

For most purposes the print definition is clear and sharp enough, but it is less sharp than conventional offset litho. See the sample mats we provide.

The material may shrink inconsistently by several millimetres in production. Designs with borders round the edge should be avoided, as it is impossible to maintain an even border.

Delivery times are variable, typically 1-2 weeks for short runs following proof approval. The production process is quite slow and longer runs can take several weeks.

Under normal wear and tear, ColourSoft™ mats will last for at least a year.

Packing details

ColourSoft™ mats are always supplied with a peelable release paper on the back to protect the 'cling' base.

They are usually packed in white, letterpress printed envelopes, which can be personalised for quantities greater than 500. The maximum print area for this is 235mm x 175mm, which avoids the flaps on the back. ColourSoft™ mats can also be supplied bulk packed.

Standard shapes & sizes

Standard sizes for ColourSoft™ mats are:

195mm x 235mm
195mm x 260mm
195mm diameter circle

These sizes make most efficient use of the material. Other shapes can be made without difficulty but may incur additional tooling costs.

ColourSoft™ mats must fit within A3 size, 420mm x 297mm.

Accepted disk and program formats

Disks: CDs, 1.44Mb floppy disks, and 100Mb zip disks, up to 200Mb SyQuest disks.

ISDN line: See separate sheet: Sending Artwork by ISDN.

Programs: (all versions accepted)

Mac: QuarkXpress, Illustrator, PhotoShop, Freehand, PageMaker.

PC: CorelDraw, Adobe PhotoShop or Microsoft PowerPoint.

Supply artwork on disk or by ISDN

We will supply a full colour printed proof mat for your approval. Subsequent proofs will be charged.

You should supply the completed design in a format that we can accept, ready for output. All pictures should be in place as high resolution CMYK scans. We cannot work from RGB.

Colour matching can be difficult. Submit reference material for colours that are particularly critical.

All design components must be supplied and clearly identified. This includes editable Tiff and EPS files and all screen and printer fonts used in the main file and in imported graphics. If there is any difficulty supplying fonts, then text must be saved as curves.

PC files prepared in PowerPoint should also be saved as a windows Metafile (.wmf), saving text as curves.

A laser printout supplied from the latest file on disk, not earlier versions, must accompany disks.

Allow 5mm bleed all around the mat.

Always label disks with return address and job title.

FAILURE TO FOLLOW THESE GUIDELINES MAY RESULT IN DELAYS AND INCUR EXTRA COSTS