

# Textile Mats, Full Colour Dye Sublimation Print

## Artwork Guidelines

Your graphics designer may not be aware that the printing process used on these mugs is quite different from conventional offset litho. Please ensure your designer follows these guidelines to avoid delay and extra costs.

### Textile topped mat construction

Textile topped mats consist of a smooth fabric surface bonded to a heavy duty non-slip natural rubber base. The design is first printed using special inks onto a carrier paper and then transferred in a heat press onto the textile. Under heat the printed inks vaporise and dye the material.

### Background information

The mats are printed by dye sublimation; the image is first printed using special inks onto a carrier paper and then transferred by a heat process to the fabric surface. Under heat the inks vaporise and permanently dye the mouse mat with your design. The process is quite different from conventional printing and there are limitations. Orders are only accepted on the basis that these limitations are accepted and that these guidelines are followed. On the other hand, the sublimation process gives an exceptionally bright and permanent print unobtainable by any other means.

### Proofs

Using your artwork, a machine proof is printed for your approval prior to the production. Although expensive, this is the only way of making a sample that will accurately match the colours reproduced in production. Other methods of proofing, eg cromalins or even using a low cost Epson printer with dye sub inks, do not provide a close match to a production run on a large offset press. If artwork requires modifying or the proof has to be remade for any reason or the customer decides not to proceed these costs are charged in full.

### Colour matching

There is a colour shift when the inks are vapourised so exact colour matching is difficult and not always possible. If it is critical to match accurately a particular colour in your design, it should be separated out as a special. Please note however that the range of base colours available for dye sublimation printing by offset litho is limited and some colour matches are not possible.

### Standard Shapes and sizes

The standard Textile topped mat is 197 x 235mm. Radius corners of 15mm. We also have tooling for 197mm diameter circle mats. Other shapes and sizes are also possible but may incur additional charges.

### 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, PhotoShop.

### Supply everything we need on disk

1. Finished version of the artwork.
2. All of the source files used to create the finished version, including all high resolution scans, all screen and printer fonts and all Tiff and EPS files
3. Label the disk with job title and return address.

All artwork supplied must be fully editable. The finished version should be supplied as a CYMK file (plus spot colour separations.)

**Supply a print out:** Black and white or from a low-cost colour printer using the right file, not an earlier version. Label with PMS references for all corporate colours or other critical colour matches. Supply colour samples or swatches at the outset. Customer supplied printouts cannot be matched because there is no consistency of calibration between their machine and our press.

### Design recommendations

**Print Area and Bleed:** 197 x 235mm with 5mm bleed all the way around the outside of the design. Avoid placing text within 5mm of the edge of the mat. Note that the radius corners on this product are quite large and this should be taken into account when positioning the text on the design.

**If reversing text out of a solid background:** Dye sub print gives more problems with bleed so avoid fine typefaces. Set text in bold. Minimum point size 12.

**Tints:** Minimum of 10% difference between tint values to give a visual contrast. Printable range of 20% to 80%.

**Scans:** Low-resolution scans produce poor print. 600 dpi minimum for best results. Ensure scans have no colour cast. The print process will exaggerate the slightest contamination.

*Please ensure we have artwork, which meets the needs of the customer, which is complete and unambiguous and which we can use without difficulty. Additional work will be charged. Disks with viruses will be returned. If these guidelines are unclear, seek clarification.*

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