

HardTop Mats, Offset Litho Printed

Artwork Guidelines

An everlasting undersurface print on a tough mark resist surface, chosen for its good mousing performance and ability to provide strong, bright colours. HardTops are the most popular choice for promotional mouse mats in the UK.

HardTop construction

HardTop mats are made by laminating the top surface to a black foam. An all over background colour, usually white, is applied to the print prior to lamination.

The design is printed on the undersurface of clear, embossed mark resist material. Protected from wear and tear, the print lasts indefinitely.

The print is viewed through the mark resist top and is less glossy than a top surface print but much more durable. See our sample mats.

Standard shapes and sizes

The standard HardTop mat is 200 x 235mm.

We also have cutting tools for:

150mm x 200mm	200mm diameter circle
200mm x 260mm	210mm x 297mm (A4)
420mm x 297mm (A3)	

Other shapes can be made without difficulty but may incur additional tooling costs.

We also offer a variety of foam bases:

- 3mm EPDM (standard)
- 5mm EPDM
- 1.5mm EPDM
- 5mm natural rubber
- 1.6mm natural rubber

Other foams and thickness' may be available. Please ask.

Recommendations

Please check the quality of the print against the proof which we have supplied and you have approved. Don't check it against some other printed material, such as a brochure printed on paper, which we have probably never seen. (**Exact** colour matching onto different materials is not possible.)

Use four colour process: special colours incur significant additional wash-down charges and may extend lead times.

Send us artwork on disk and we will produce a high quality proof for a small charge. This will save you the cost of producing films in order to make a Cromalin or similar proof.

Don't check the colour match against a printout generated by your designer's low-cost printer. Compare the print with the proof we supplied for your approval.

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 only. We can accept artwork prepared on a PC but there is a charge of £35 for conversion to Mac format.

Supply artwork on disk or by ISDN

All digital artwork is virus checked on receipt. Any artwork found to contain a virus will be returned to you for replacement, with a note specifying the type of virus present. We will not use contaminated artwork.

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. (Low-resolution scans give poor results.)

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.

A laser printout, clearly marked with cut marks must accompany disks. Printouts must be supplied from the final file on disk, not earlier versions.

Allow 3mm bleed all around the mat.

Always label disks with return address and job title. A charge will be made for time spent bringing unusable artwork up to specification.

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