

HardTop Mats, Screen 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 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.

A printed proof can be prepared prior to production. There is a charge for this.

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.

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. For **very** simple designs (e.g text only) Microsoft Word can be used.

Submitting your artwork

It can sometimes be difficult to determine the suitability of a design for screen printing. We can usually advise if you fax or post a copy of the design.

Unlike offset litho, screen printed tints are coarse. If you must have tints, output them at 50dpi, between 30% and 70% and with an **angle of 82.5°**. This is essential for good results. Large areas of tint or very fine detail (particularly if reversed out) do not screen print well; these are common causes of disappointment and should be avoided. Some tints may need to be printed as a solid PMS equivalent.

Difficult butt registers of colours of similar intensity should be avoided. Designs with very tight registration, e.g. concentric circles or drop shadows, may require printing by offset litho.

Allow 2.5mm bleed all around the mat.

Supply artwork on disk or by ISDN

You should supply the completed design in a format that we can accept, ready for output. High-resolution scans must be in place and spot colour separated. (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. PMS references should be used throughout.

A laser printout must accompany disks, clearly marked with Pantone spot colour references and cut marks. Printouts must be supplied from the latest file on disk, not earlier versions.

Always label disks with job title, order number and return address.

If you cannot supply artwork on disk or by ISDN then films, bromides or black and white laser printouts should be supplied as clean and unincreased **colour separated** images to the correct size. Film positives, clearly referenced, right reading, emulsion down. This will incur additional charges though. A charge will be made for time spent bringing unsuitable artwork up to specification. Tints should be as above.

Colour printouts cannot be used as artwork but provide a useful reference.

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