

HardTop Mats & Coasters, Offset Litho Printed

THE COMPLETE
MAT
LIST

Product Information Sheets & 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 200mm x 235mm.

The standard HardTop Coaster is 98mm x 98mm with radius corners or 98mm diameter.

The standard Mat & Coaster set consists of one 200mm x 200mm OR 200mm diameter mat with two coasters of 98mm diameter OR 98mm x 98mm with radius corners.

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.

AddMats™ - All Models

All models in our AddMat™ range have the same 227mm x 154mm mouse mat inserted into their trays.

Accepted disk and program formats

Disks: CDs, 1.44Mb floppy disks, and 100Mb zip disks.

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

Programs: (all versions accepted)

Mac: QuarkXpress, Illustrator, PhotoShop, and Freehand.

PC: CorelDraw and PhotoShop.

Supply artwork on disk or by ISDN

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 latest file on disk, not earlier versions.

Allow 5mm 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.

If you cannot supply artwork on disk or by ISDN you must contact us. Supplying non-digital artwork may compromise quality and increase your costs.

Submitting your artwork

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 or by ISDN, artwork on films or bromides will incur additional charges, 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.