# Product Data Sheet

## PhotoMat

HardTop mat which allows the user to insert their favourite photograph via a clever slot cut into the foam backing. Mouse mats provide a prime advertising space for under 1p per day; no other advertising medium gives you such value.




## Key Product Information

| | |
|---|---|
| Product Code: | 11004PHO |
| Commodity Code: | 39269092 |
| MOQ: | 250 |
| Size: | See Artwork Requirements |
| Available Thickness: | 3mm or 5mm |
| Branding Area: | Within dimensions. The standard window (centred) is 153 x 102mm & holds 6" x 4" photos. |
| Branding Method: | Screen Print or 4 Colour Process |
| Material: | PVC laminated to a foam base |
| Made In: | UK |
| PDF Proof: | 24-48 Hours |
| Express Service Available: | Not Available |
| Printed Proof Leadtime: | 3 Working days |
| Leadtime: | 10 Working days from proof approval |
| Colour: | N/A |
| Weight: | 44g |

## Packaging and Other Information

| | |
|---|---|
| No Per Carton: | 440 |
| Packaging Details: | 440 x 520 x 545mm |
| Carton Weight: | 30.4Kg |
| Standard Packaging: | Bulk Packed |
| Alternative Packaging: | Mailing Sleeves, Shrink Wrapped, Bag with Header Card, Envelope |

## Recommendations and Limitations

Please note that the MOQ for 5mm thick foam is 3,500 with a lead-time of 15 days from proof approval.

Ideal For: Postal Campaigns, IT Companies, Educational Organisations, Pharmaceutical, Recruitment

# Artwork Requirements

## PhotoMat

Sizes available: 200 x 235mm

Screen Print:
- Editable EPS file
- Image saved at 100% size or larger
- Pantone® references supplied for colours
- Fonts supplied or text saved as curves

Full colour:
- All graphics should be supplied as high resolution CMYK files at a minimum of 300dpi
- All design components must be supplied and clearly identified. This includes Tiff, EPS and PDF files; all printer fonts used in the main file & imported graphics.

Regardless of print method:
- Allow 10mm bleed all around the design.
- Artwork to be emailed with your order number and company name in the reference line or supplied on CD with same information clearly labelled.

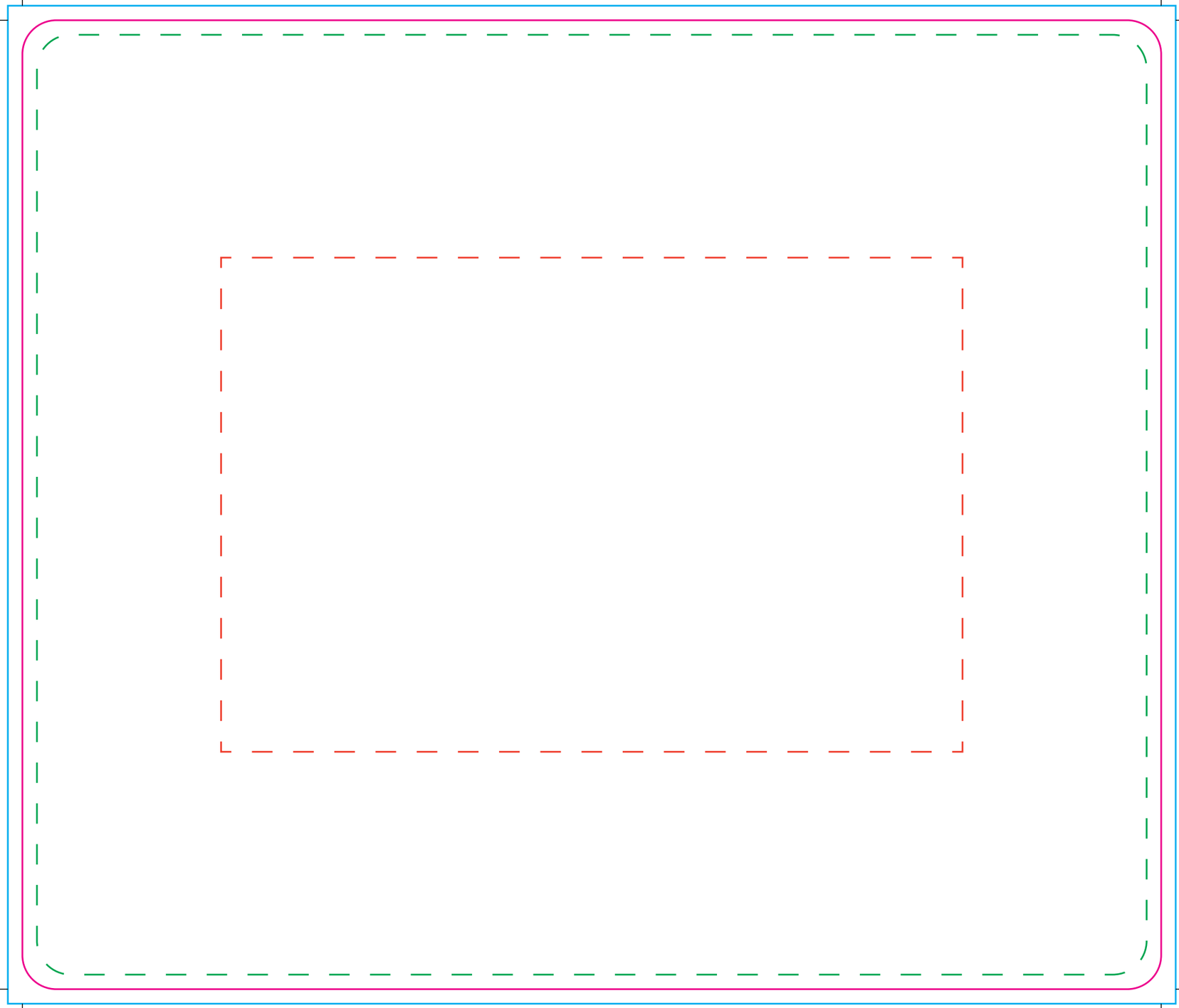
Full detailed guidelines including limitations & recommendations are available for each printing method on request.

QR Codes - Please note that the print process and substrates used in the production of this item may not always allow QR codes, if present on your artwork, to function correctly. When approving your proof, you are accepting that this may be the case and as such accept full liability for any malfunction of the QR code.

Please note that to provide you the highest quality product, offering you exceptional value for money, we print your design straight on to the under surface of our tough mark resist top material and laminate directly to a foam base. This makes this mat virtually indestructible under normal use. It can mean that if you have large areas of solid white in your designs, whites will appear duller than if you opt for a paper laminated mat where the white of the paper will represent the white areas. Paper laminated mouse mats are not as durable as our bestselling HardTop mats. If you need help choosing the right product for your client's design please feel free to contact our sales team who will be able to offer advice.

See the following page(s) for the artwork templates for this product.

All information correct at time of publication. Whilst we endeavour to maintain the accuracy of this document, details may change without notice.



## PhotoMat

| | |
|---|---|
| **Tool No:** | 235 |
| **Shape:** | Rectangle |
| **Cut Size -** | |
| **Width:** | 235mm |
| **Height:** | 200mm |
| **Artwork with Bleed -** | |
| **Width:** | 241mm |
| **Height:** | 206mm |
| **Window Size -** | |
| **Width:** | 153mm |
| **Height:** | 102mm |

**- - - Please keep all live matter such as text, logos and other important images within this area.**

**This dieline represents a current finishing tool. Any alterations to this dieline may incur additional charges.**