

# custom printed logo MAT



PRINTED LOGO MATS  
ARE A GREAT WAY  
TO ADVERTISE YOUR  
ORGANIZATION.

USE IN AREAS WITH  
HIGH VISIBILITY  
WHERE MAKING A  
POSITIVE IMPRESSION  
IS OF UTMOST  
IMPORTANCE.

## Why Deflecto Chairmats

- Vivid reproduction of fine details and high-resolution color graphics is easily achieved through our specialized digital printing process
- Protects low-pile carpets and hard floor surfaces from everyday wear and tear
- Durable design for maximum performance in demanding high-traffic areas
- Easy-glide rolling surface reduces back strain and resists scuffs caused by chair casters
- Free & Clear™ formula produces an exceptionally clear vinyl mat that is non-phthalate, non-cadmium and BPA-free



### QUICK FACTS

- Available in Two Sizes:  
- 36" x 48" | 45" x 53"
- Rectangle Shape
- Straight Edge
- Quick Turnaround
- Minimum Order of 25 Mats
- Limited 1 Year Warranty



Promote  
your message

Reinforce  
your brand

CONTACT YOUR DEFLECTO  
SALES REPRESENTATIVE FOR  
ADDITIONAL INFORMATION



# custom printed logo MAT requirements



PRINTED LOGO MATS  
ARE GREAT FOR ANY  
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## Program Details

- OFFERING:
  - a) 36" x 48" DuraMat Studded / Rectangle
  - b) 36" x 48" DuraMat Hard Floor / Rectangle
  - c) 45" x 53" DuraMat Studded / Rectangle
  - d) 45" x 53" DuraMat Hard Floor / Rectangle
- Minimum order quantity of 25 mats
- Customer-supplied artwork and color specifications in format & resolution (as specified under Art/Graphic Requirements section)
- One-time setup charge of \$100 payable at time of order
- Soft proof emailed to customer for approval
- Allow 3 weeks for production after approval
- Standard chairmat freight terms will apply
- Limited 1 year warranty on chairmat breakage and printing
- ART / GRAPHICS REQUIREMENTS:
  - Minimum Requirements
    - a) 300 dpi resolution at a size of 8" x 10" (higher resolution files will result in improved final product)
    - b) 100 dpi resolution is adequate if artwork is supplied at full size (36" x 48" or 45" x 53")
  - Additional Requirements
    - a) All related PMS and / or CMYK color formulas must be provided
    - b) If submitting a vector-type file, include all fonts, or convert to outlines or paths
  - Accepted Software File Formats
    - Adobe Illustrator, InDesign and Photoshop
    - QuarkXpress
    - a) EPS and AI (especially when submitting logos)
    - b) TIF (especially when submitting photos)
    - c) JPG (provided resolution is high enough for photo images — not recommended for logos)

### DISCLAIMER

Images are printed on the underside of the chairmat to protect it from caster wear.  
Due to the top surface texture and chairmat thickness, image clarity will be slightly affected.



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