

# NOVA Mouse mats

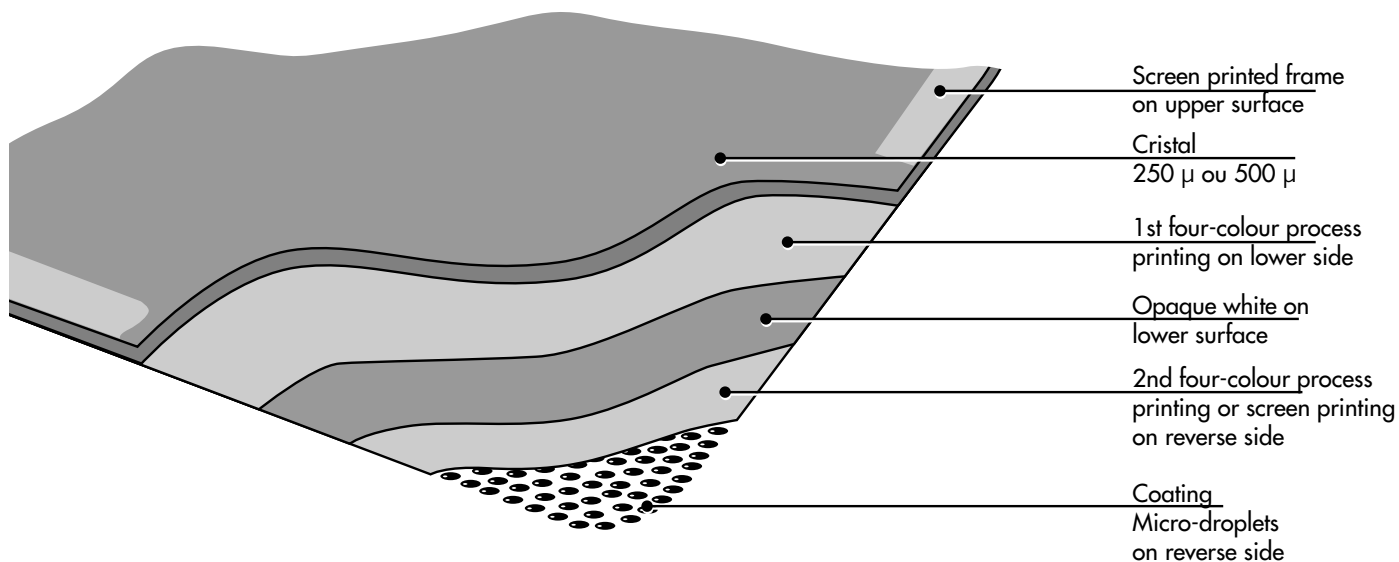
New

Technical specifications

## NOVA LIGHT

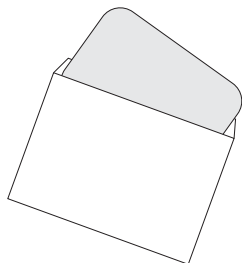


*The new featherweight catalogue item!*



### MAIN QUALITIES

- PRICE
- WEIGHT
- ERGONOMICS
- DOUBLE READABLE FRONT AND BACK PRINTING



Standard packaging in white envelopes

- Especially suitable for mail shots due to its lack of weight (16gr).

- Double four colour process printing on reverse side perfectly protected

- Micro-droplet coating on reverse side for maximum adherence

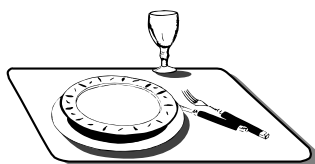
- Standard format 223x153 mm

■ New Light Nova se décline naturellement avec beaucoup d'avantages en :

#### SOUS-MAIN ET TAPIS DE COMPTOIR NOVA



#### SETS DE TABLE NOVA



#### SOUS-VERRE NOVA



# Technical documents to be provided

## NOVA LIGHT

### In four colour process offset and screen print

Offset printing is a printing technique using the four primary colours: Cyan, Magenta, Yellow and Black, distributed and dosed in dots enabling all colour shades to be obtained (photographic quality).

Screen printing is a printing technique using lines (colour swatches).

The double printing of the new Light mouse mat is carried out on the reverse side. This enables the text to be read from the front or from the back. The printing that can be read on the reverse side can be screen printed.

We print a white layer between the two 4 colour process layers, in order to obtain a block between the front and back images.

The frame is screen printed onto the front.

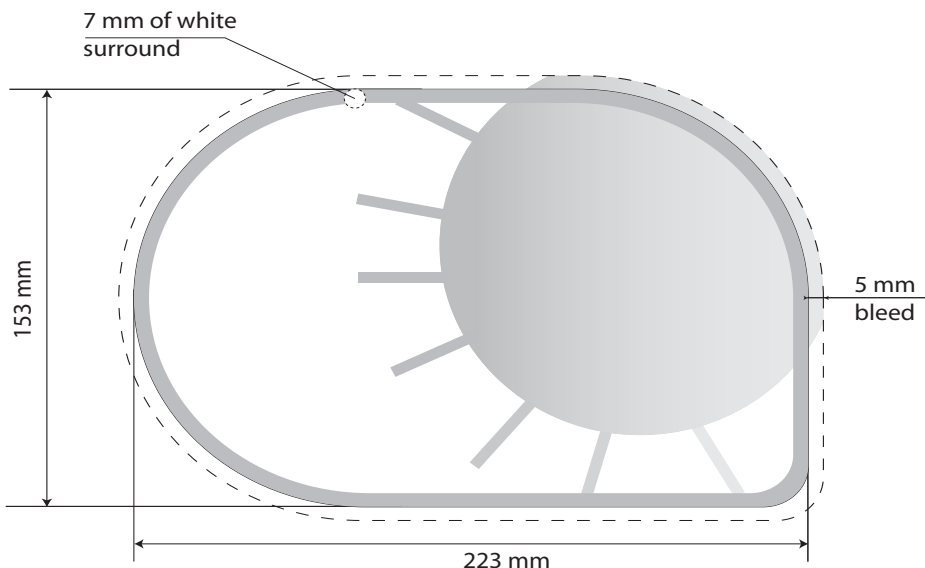
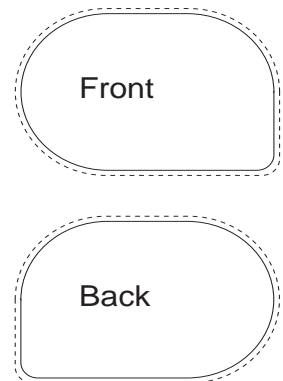
### The minimum we need from you

- The area where you wish your text and images to appear within the 223 x153 mm format for the front and the back.
- Logos as big and as crisp as possible (Minimum 5 cm).
- The CMYK breakdown of your colours.
- The colour of the frame should you require one.

### If you are providing us with computer media

**Do not send us films, we will make them for you**

- [Ask for our specifications sheet.](#)
- We will provide you with a frame at scale 1 in EPS Illustrator 6 format.
- Make 2 mock-ups: 1 for the front and 1 for the back (see opposite diagrams).
- Remember to leave a minimum of 7 mm of white around the inner edge for the frame.
- Specify the Pantone reference that you want on the front frame.
- Leave a 5 mm outside bleed border.



**Caution !** because the NOVA mouse mats are printed on a coarse clear plastic surface, colour sharpness and brightness may vary slightly from original proof.

**Please don't hesitate to ask our advice!**

# Cut-out standard shape

LIGHT NOVA

