

Artwork Policy

Slip-N-Grip® offers in-house design services to make ordering custom products easy for you without having to go to an outside design firm. We provide a quick 48-hour turnaround time from when the artwork request is received.

We charge a \$75 one-time fee for the cost of the print plate, which is saved and can be used on future orders. It also includes 15 minutes of initial set-up time for your order and 2 additional proofs. We encourage you to be fully detailed upfront in the artwork request so when it's relayed to the design team, it is clear and minimizes the need for back-and-forth clarification.

File Types /Size

Any artwork (e.g. logos, images, etc.) to be added to the floor mat must be supplied in vector art format such as a Portable Document (.PDF), Encapsulated Postscript (.EPS) file or an Adobe Illustrator (.AI) file. The file must be a minimum of 300dpi.

Logos from websites will not be accepted.

Please do not simply enlarge a digital image if it does not meet the above requirements. Enlargements result in a degraded image and will not be accepted.

Additional Charges

Other file types received such as low-resolution .JPG, .DOC, or PPTX files require additional time and labor to convert at the cost of \$50 per hour with a one-hour minimum requirement. After we recreate the artwork in vector art format, we will email it to you for approval.

We offer up to two additional proofs that allow for changes to the artwork after the initial proof. Orders requiring additional proofs will be charged a fee of \$25 per proof. *Any additional design charges will show up on your invoice as DESIGNSVC.*

Exact duplicate orders placed within one year of original order will not be charged the \$75 print plate fee. Resizing artwork and modifying parts of the original printed artwork will require a new print plate and a \$75 charge.

Exact imprint color and product cannot be guaranteed on repeat orders. Paper color, inks and printing conditions vary. We will make every effort to match the original color as close as possible.

Artwork Ownership

If Slip-N-Grip® creates or modifies artwork, the customer will be charged for the time and labor to produce the artwork. The customer is not paying for the ownership or rights of the artwork. As the customer, you agree that any artwork provided to Slip-N-Grip® is yours and not in danger of copyright infringement.

Any artwork submitted to us for printing that is not being created by Slip-N-Grip® is owned by you or its original owner, not Slip-N-Grip®. We will not reproduce your artwork, trademarked or not, without your or the rightful owner's consent.

Printing

Slip-N-Grip® is committed to ensuring customer satisfaction by working together to achieve the desired result. Our paper floor mats are printed on an offset printing press, with 4-color process capability and select pantone spot colors.

We will not be responsible for errors, misspellings, or otherwise on approved proofs. It is your job as the customer to double-check the proof.

Color

PANTONE/Spot Colors

Please see the Ink Colors page for the list of available PMS color inks. Note that all jobs are considered 4-color print unless PMS colors are requested. The inks shown are a general representation only. Computer monitors do not display accurate print color.

If choosing Pantone colors in Photoshop or Illustrator, select your colors from the "PANTONE Solid Coated" library to get the most accurate results. If you submit a color as a "tint" or percentage of a PMS color, it will be printed "as is." We cannot guarantee the "tint" will be printed as light/dark as seen on the computer screen. Color shades can vary 1-2% on press.

Black

For darkest black output, set solid black objects in your file, including vector art, to 100% black or maximum black.

Digital Proof vs. Press Print

Our proofing process consists of a PDF "soft proof" that demonstrates how artwork will be positioned and designed within the floor mat template. While the digital PDF proof is free and convenient for sharing and reviewing artwork quickly, the soft proof can very often be insufficient for ensuring color consistency. What is seen on a computer screen can deviate from a printed document. This can be caused by screen calibration, lighting and the difference between the RGB colors on the screen and the CMYK colors of print.

The digital proof is printed with laser jet or ink jet printers directly from the computer image, while the printed floor mat from the press is created from multiple images with a percentage of screen (dot gain) to create the specific color indicated in the file. The digital proof color will have a slight variation from the actual printed mat, by at least a shade or more, due to the factors stated above.

Paper

The paper type chosen for the printed image can also affect the look of the end product. For example, if an image is printed on a coated paper, the colors will tend to be more vibrant than that of a mat printed on uncoated paper. Uncoated paper will soak up more ink, which makes the colors slightly duller in comparison.

Paper color also impacts the printed coloring of the mat. Our paper comes from the seconds market so it is not always pure white and print tones may vary.

Ink Colors

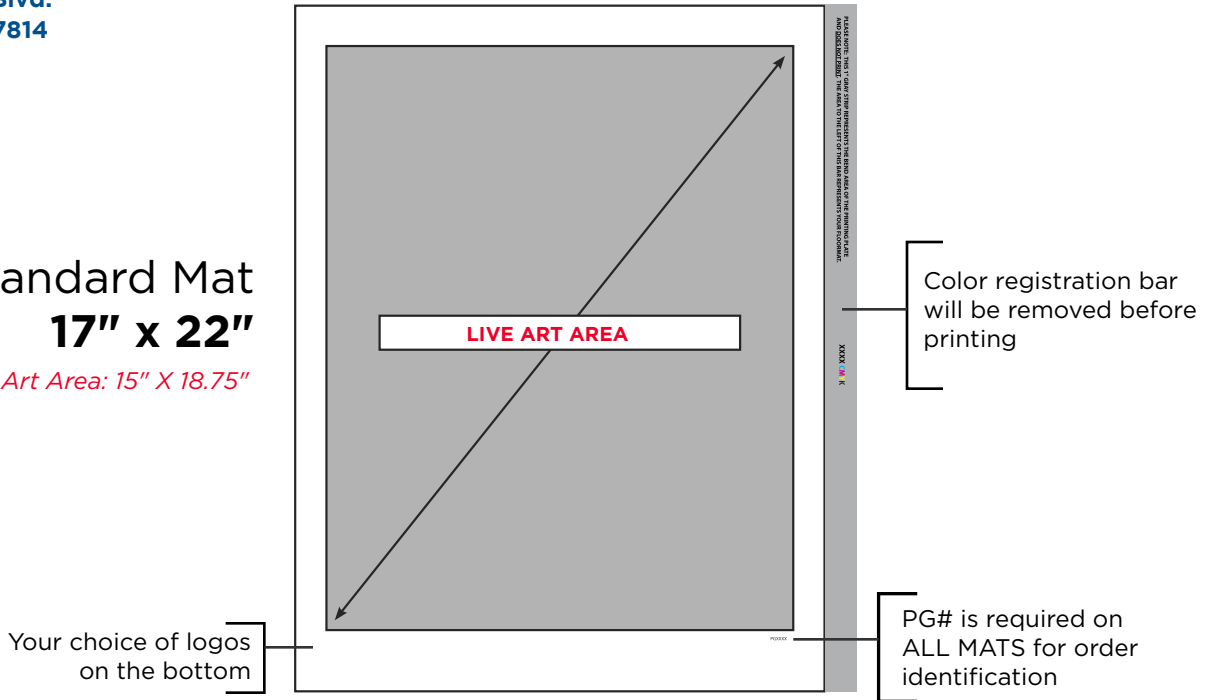
The following PANTONE spot colors are available to print specific to your brand.

- Magenta
- Red 485
- Red 186
- Red 188
- Orange 021
- Orange 144
- Orange 159
- Process Yellow
- Yellow 116
- Yellow 123
- Green 348
- Green 349
- Cyan
- Blue 294
- Blue 287
- Relex Blue
- Cool Gray 10

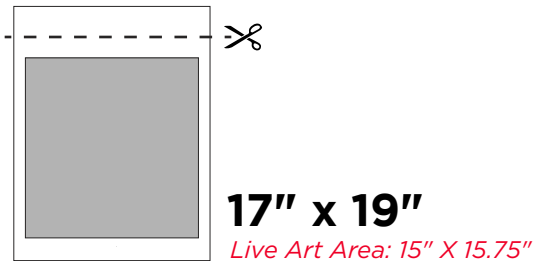
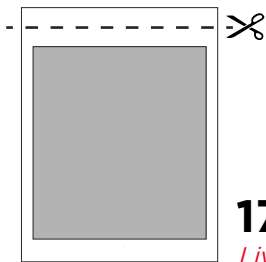
NOTE: If you are interested in using a spot color you do not see listed above, extra fees apply to stock that ink.
Contact us for more information.

Floor Mat Sizes

Standard Mat
17" x 22"
Live Art Area: 15" X 18.75"



Live Art Area is where your artwork will be placed. When designing your mat, your artboard should match this size. There must be a white border around the artwork in order to keep the inks from smearing from one mat to another on the press. The PG# on the lower right hand corner identifies the mat for each order.

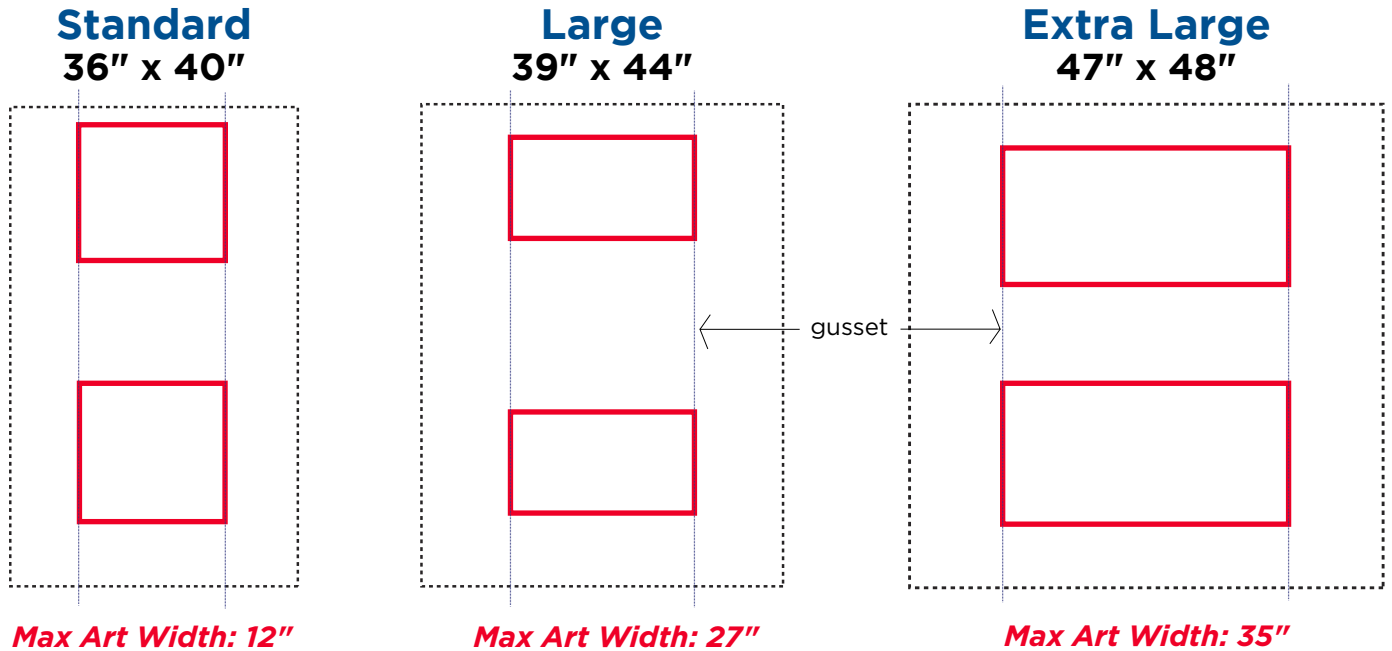


Custom Tire Bags

Slip-N-Grip® tire bags are printed using a litho stacked press.

Sizing

These artwork sizes have been established based on the combination of the bag size, cylinder, and gusset seal.



Live Art Area

Shown in the red box above, this is where your artwork will be placed. Artwork cannot exceed these widths*
The height of the artwork will be scaled from left to right, according to the orientation of the artwork.

* In special cases, artwork may be extended into the gusset. Be aware that "ghosting" will occur, meaning that portion will show up lighter in color than that of the rest of the print. Colors other than black are not recommended.

File Types

Artwork must be supplied in vector art format such as a Portable Document (.pdf), Encapsulated Postscript (.eps) file or an Adobe Illustrator (.ai) file. The file must be a minimum of 300dpi (high resolution).

Photos or logos from websites will not be accepted. Please do not simply enlarge a digital image if it does not meet the above requirements because enlargements result in a degraded image.

Proofs

We offer up to two additional proofs that allow for changes to the artwork after the initial proof. Orders requiring additional proofs will be charged a fee of \$25 per proof. *Any additional design charges will show up on your invoice as DESIGNSVC.*

File types received in low-resolution such as .jpeg, .doc, or .ppt files require additional time and labor to convert at the cost of \$50 per hour with a one-hour minimum requirement. After we recreate the artwork in vector art format, we will email it to you for approval.

We will not be responsible for errors, misspellings, or otherwise on approved proofs. It is the customer's responsibility to double-check the proof.