

PRODUCT DATA SHEET

Product Name: WoWMug®

Product No.: 12160

Product description:

Full colour printed mug with a heat sensitive coating. Simply add hot water for the 'WoW' effect! The design has been inspected no less than 7 times to ensure you receive the best possible quality.

Although the mug is microwave safe, please avoid prolonged heating. The WoWMug® should be removed from the microwave oven as soon as the colour change process is complete. This will maintain the condition of the mug. Due to the specialist nature of the heat sensitive coatings, this mug is not dishwasher safe and should not be cleaned with harsh abrasives. We therefore suggest hand washing only with mild detergents in moderate temperatures to keep the mug looking good.

Min. order qty:	72
Decorated in:	UK
Express service available:	Please contact us if you require an express service
Printed proof lead time:	3 working days
Production lead time:	3-5 days (please add an extra 2 working days for a screen overprint)
Material type:	Durham style ceramic mug

Additional packaging options:



Mugs can be packed in individual brown postal cartons or clear plastic boxes for an extra charge. As standard mugs are packed in clear polybags.

Dimensions:



Height: 92mm
Diameter: 80mm

Print area:	Dye Sublimation: 220 x 92mm Screen Print: 170 x 70mm centralised.
Print method:	Dye Sublimation with the option of a screen overprint.
Commodity code:	69120030

No. per carton:	72 bulk packed; 2 boxes of 36 in an outer carton
Carton dimensions:	555 x 400 x 310mm
Nett carton weight:	20.4kg
Individual weight of 1 mug:	Approx 300g

Artwork requirements:

See pages 2 and 3.

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



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Artwork template:

We can accept artwork by disk, email or you can upload onto our FTP site. Please contact us for details.

Programs: (all versions accepted)

Mac: QuarkXpress, Illustrator, PhotoShop, and Freehand.

PC: CorelDraw, PhotoShop and Adobe InDesign

Please supply us with:

Finished version of the artwork.

All of the source files used to create the finished version, including all high resolution scans, all screen and printer fonts
Label the disk with job title and return address.

All artwork supplied must be fully editable. The finished version should be supplied as a CMYK file (plus spot colour separations.)

Please note text must be no smaller than 8pt and reversed out text should preferably be larger and in bold. Emailed artwork must be clearly labelled with your order number and company name in the reference line, or supplied on CD with the same information clearly marked. 4 colour process artwork needs to be 300dpi or higher.

Supply a print out: Black and white or from a low-cost colour printer using the right file, not an earlier version. Label with PMS references for all corporate colours or other critical colour matches. Supply colour samples or swatches at the outset. Customer supplied printouts cannot be matched because there is no consistency of calibration between their machine and our press.

For Screen Printed designs please supply the following:

Editable EPS file

Image saved at 100% size or larger

Pantone® references supplied for colours

Fonts supplied or text saved as curves

Dye sublimation printed designs need a 2mm bleed and live matter must be 10mm from the edge of the mug.



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Artwork template:

Durham Style Mug - Artwork Template

