

Computer Specialties Inc.

Custom Printed Mouse Pads

"Every time your customer looks at their mouse... They'll think of you."

"Build a better mouse pad and the world will beat a path to your door."

1808 Elmwood Dr.
Oldsmar, FL 34677

Types of Mouse Pads

CSI has a complete line of custom printed mouse pads. Here are the different types we supply.

- **Silk Screened Pads** are our most popular type of mouse pad. They are the soft surface, colored fabric pads with one or more ink colors that you see everywhere.

In smaller quantities, they are our least expensive pads. 100 pads with one ink color cost only \$2.50 each plus a "one time only" setup charge of \$30.

The pads come in eight different colors: black, royal blue, navy blue, burgundy, forest green, gray, red and white. They measure 9-1/4" x 7-3/4" x 1/4".

The advantage of silk screened pads are that they are the least expensive pad type, have the smallest minimum order quantity and the pad color can contribute to the design without paying for an additional color.

The disadvantages of silk screened pads are:

- Cannot print four color process (photographic quality).
- Cannot do a full bleed (print all the way to the edge).

There must be at least 1/4" margin around the edge and 1/2" or larger usually looks better.

- Cannot print gradients (blends): i.e., cannot go from one color to another with various shades and colors in between: e.g., Black to white with different shades of gray in between. One shade of a color is possible: i.e., Gray can be printed by using 30% black.
- Large print areas in the middle of the pad can interfere with the action of the mouse if the pad color is darker than the ink color. This problem can be avoided by using a light color pad, such as white or grey, or by leaving the center of the pad unprinted.

- Background colors are limited to the eight pad colors already mentioned. (It's not possible to silk screen a different solid background color on a white pad because the background color appears "splotchy" and uneven.)

These disadvantages are not as bad as it may seem. Most custom printed mouse pads consist of an organization's name, telephone number and logo. A one or two ink color silk screened pad is a good match for this requirement – unless the pad artwork is a photograph or has a lot of colors. And, silk screened pads are the least expensive and have the smallest minimum order quantity (100 pads)

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The following two pad types can both be printed with or without a full bleed using either spot color or four-color process (photographic quality). They can also be printed using blends (gradients).

- **Dye Sublimation Pads** are soft surfaced pads. The colors are very vivid. The pad has a smooth surface that will not fade, crack or peel. The minimum order is 250 pieces.
- **Hard Surfaced Pads.** The image is printed on high quality glossy bookstock and glued between a natural rubber backing and a hard clear plastic top. Available in both matte and glossy finish. The minimum order is 250 pieces.

Both pad types are available in three sizes: "Small" (7-1/2" x 8"), "Large" (8" x 9-1/2") and "Round" (8" diameter) and three thicknesses (1/4", 1/8" and 1/16"). Custom sizes and shapes are also available. Please call for details.

Both types are printed on white pads. If a full bleed is not used and a background other than white is desired, that background color must be printed and it counts as an additional color..