



Your Assembly Workspace Partner

# Logo Mats and Custom Printing Mats

[www.awpflooring.be](http://www.awpflooring.be)

Catalogue Nr. L-2



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# AWP Matting Testing & Pictograms

AWP Mats for Professional Use are subject to rigorous testing by independent laboratories prior to their introduction to the market. Our Product Testing Chart shows the following relative comparisons between the AWP mats featured in this brochure:

Example Product Testing Chart

## Product Testing



## Water Retention

Indicates the moisture retention of an entrance mat during actual usage. The higher the pointer in the test chart, the more litres of water per square meter that can be contained within the mat.

## Crush Resistance

Indicates the time it takes for a mat to lose its attractive appearance and functionality. This test simulates the wear an entrance mat will receive under normal foot traffic. The higher the pointer in the test chart, the greater its resistance to wear and crushing.

## Dust Control

Indicates the amount of debris an entrance mat can capture, hold and hide during actual usage. The effectiveness of this function is owed to a combination of manufacturing techniques and the quality of yarns used. The higher the pointer in the test chart, the more debris is scraped off shoes.



**Indoors**  
For indoor use.



**Heavy Traffic**  
Suitable for heavy foot traffic conditions in busy public areas, hospitality and commercial environments.



**Wheelchair friendly**  
Smooth top surface or low profile and bevelled edges are ideal for wheelchairs, carts or suitcase wheels.



**Portico**  
Can be used outdoors in protected, covered or portico areas that are not exposed to rain.



**Medium Traffic**  
Suitable for medium foot traffic conditions in schools, offices and retail environments.



**Washable**  
Washable up to 50° Celsius.



**Outdoors**  
Can be used outdoors in any weather.



**Light Traffic**  
Suitable for light foot traffic conditions in offices and retail shops.



**Fire Retardant**  
Fire rating of Bfl-S1 or Cfl-S1 tested according to EN 13501-1. Matting is designed to resist the spread of fire, substantiated by test certifications from independent laboratories.



**Absorbing**  
Absorption capacity is measured in litres per square meter.



**Dirt Scraping**  
Scraping function removes dirt from soles to prevent dirt and grime from entering the building.

# AWP Mats for Professional Use

AWP is often referred to as one of the pioneers in matting design and manufacturing. This is not surprising because since our founding in 1948, we have been committed to making quality products and optimizing processes.



# Benefits of Entrance Mats

The entrance is the building's first impression. As with any introduction – to people, places, or products – first impressions are critical. Entrances have to satisfy a variety of requirements including attractive design, high throughput rate (even during the busiest of times) and excellent functionality.





The benefits of entrance mats have been recognized by many sustainable and environmental building assessors, such as LEED (Leadership in Energy and Environmental Design) and BREEAM (Building Research Establishment Environmental Assessment Method).

#### **Entrance mats reduce cleaning costs**

70-80% of the dust, dirt and grime in public buildings is tracked in from the outside and spread throughout floors (International Sanitary Supply Association). Over a 20-day period, 1000 people can walk in 9.6 kilograms (24 pounds) of dirt into a building (ISSA). Twelve times as much dirt is tracked in during wet weather conditions based on field tests conducted by BST Laboratory over an 11-month period.

#### **Entrance mats contribute to improved indoor air quality**

Indoor air pollution is one of the top five environmental risks to public health as indoor air is found to be up to 70 times more polluted than outdoor air (Environmental Protection Agency) and most people spend 60-90% of their time indoors. (American Lung Association). Controlling the concentration of particulates through prevention and cleaning can help relieve symptoms and prevent disease. Outside dirt can cause breathing problems, allergies and aggravate asthma.

#### **Entrance mats protect and preserve interior flooring**

Constant tracking of dirt into the building is also a prime factor in the wearing of interior floors and carpeting. Dirt and soils have a texture that is similar to a razor which are ground into floors during walking, causing scraping on smooth flooring and as carpets are walked on, their fibres can be frayed.

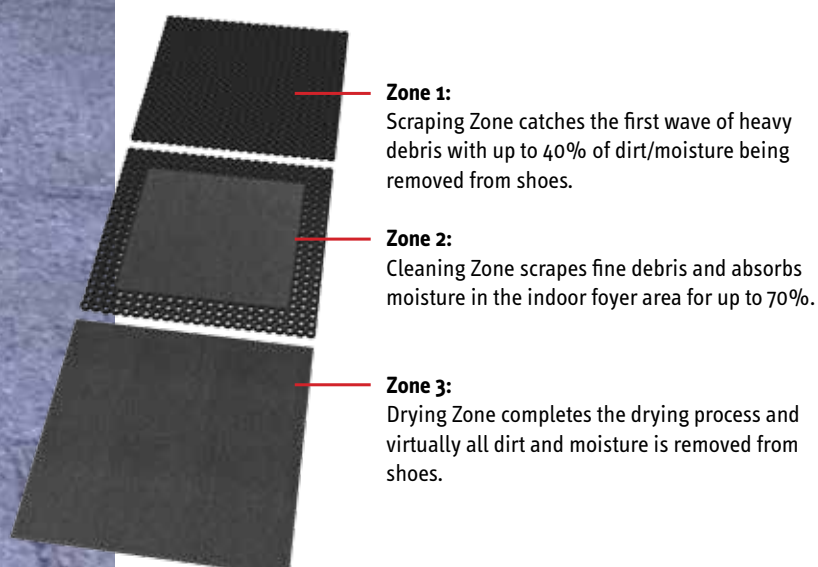
Within the first 6 feet, 42% of the floor's finish or carpet nap will be removed after only 1500 people have entered. Entrance mats absorb much of the initial abuse to extend the life of interior flooring.

#### **Entrance mats help to prevent slips, trips and falls**

Wet, slippery floors are dangerous. Entrance matting also reduces the risk of slips and falls. The absorbing function of mats dries shoes to prevent slipping. Entrance matting can absorb up to 5 litres of water per square meter to ensure that shoes are dried properly to avoid slips and falls on wet floors. Rubber or vinyl backing that is moisture resistant and slip resistant prevents the mat from shifting to prevent sliding, tripping or falls even further.

## **The Zones**

Matting solutions that are successful in stopping dirt and preventing slips and falls, address three major zones:



# Logo Mats and Custom Printed Mats

Logo matting provides the option to completely customize a quality dust control entrance mat with the company image, logo or message for powerful branding. The entrance mat becomes a large promotional opportunity to enhance your company identity and truly welcome guests because as they enter most people primarily look to the floor.





### High definition printing

**AWP** uses the latest high definition printing technology, making it easy to print complex logo designs, shading and 3 dimensional effects. Our high resolution printing results in a photo quality print with superior image representation. The sharp definition of fine lines, contours and smooth gradations produces precise details for each mat, creating a truly individual image. The height of the carpet fibres balances the depth of the image for an even richer effect.

### Unlimited colour possibilities

**AWP** logo mats are printed with an extended process colour printing method that produces vibrant, stable colours with almost infinite colour possibilities. The large colour variations allow vivid colours, superb blacks for stark contrasts, and smooth gradations for infinite shading resulting in exceptional photo quality printing to really make the logo stand out.

Multi-coloured logos, complicated designs, artwork and even photos can easily be replicated. Select any of the thousands of existing colours, or supply a PMS (Pantone Matching System), RAL (Reichs-Ausschuss für Lieferbedingungen) or other colour matching system codes, and we will do our best to match your colours for a true representation of your branding.

### Match Your Mat™

BrilliantStep™ can also be printed in just one colour to match your mat to any interior design or colour scheme. Uni-coloured mats can also be used together with the custom printed logo mats for a completely colour coordinated matting system.



### Custom lengths and sizes

As with all products, loose lay entrance mats are available in a multitude of standard sizes, custom lengths, and per linear meter.

Our specialized production team can customize logo mats to any size, shape or length with mounted bevelled nosing to finish off the mat and prevent tripping. Even special shapes or forms, including circles, half-moons, and arches can be produced.





Indoor Absorbent Printed

## 190 Logo Washable™ - 010 Uni Washable™

Functional and washable logo entrance mat that can be completely personalized using BrilliantStep™ full colour printing with almost infinite colour combinations. The open Frieze tuft gives true depth of colour and a trackless surface making it more durable as well as more effective in hiding dirt and foot traffic. Nitrile rubber backing is washable up to 50°C with cleated pattern to minimize movement on all surfaces and to keep the mat elevated on hard floors to allow drying underneath.





## 190 Logo Washable™

Logo Washable™ can be fully customized with BrilliantStep™ state-of-the-art printing technology allowing 3-dimensional effects, fine lines and colour shading, for each mat to have its truly individual image.

Artwork is supplied within 24-hours. The mat is printed 24 hours after the artwork approval is given.

### Recommended use:

- Suitable for medium to heavy traffic conditions
- For placement inside entrances of hotels, shops, department stores, schools, universities, restaurants, supermarkets

### Specifications:

- Tufted Frieze cut loop pile consisting of 100% non-crush polyamide 6.6 high twist yarns
- 700 grams of yarns per m<sup>2</sup>
- Backing: nitrile rubber
- Nitrile rubber borders: 2.5 cm on each side
- Overall thickness: 8.5 mm
- Weight: 2.8 kg per m<sup>2</sup>
- Fire rating: EN 13501-1 Bfl-S1

### Stock sizes:

- 60 cm x 85 cm
- 85 cm x 115 cm
- 85 cm x 150 cm
- 115 cm x 180 cm

### Cleaning tip:

- Machine washable at 50 °C or vacuum clean

## 010 Uni Washable™

Uni Washable™ can be printed as a mono-coloured mat in full colour to match your mat to any interior colour scheme or to use together with the custom printed logo mats for a colour coordinated matting system.

### Recommended use:

- Suitable for medium to heavy traffic conditions
- For placement inside entrances of hotels, shops, department stores, schools, universities, restaurants, supermarkets

### Specifications:

- Tufted Frieze cut loop pile consisting of 100% non-crush polyamide 6.6 high twist yarns
- 700 grams of yarns per m<sup>2</sup>
- Backing: nitrile rubber
- Nitrile rubber borders: 2.5 cm on each side
- Overall thickness: 8.5 mm
- Weight: 2.8 kg per m<sup>2</sup>
- Fire rating: EN 13501-1 Bfl-S1

### Stock sizes:

- 60 cm x 85 cm
- 85 cm x 115 cm
- 85 cm x 150 cm
- 115 cm x 180 cm

### Cleaning tip:

- Machine washable at 50 °C or vacuum clean

## Product Testing



## Product Testing

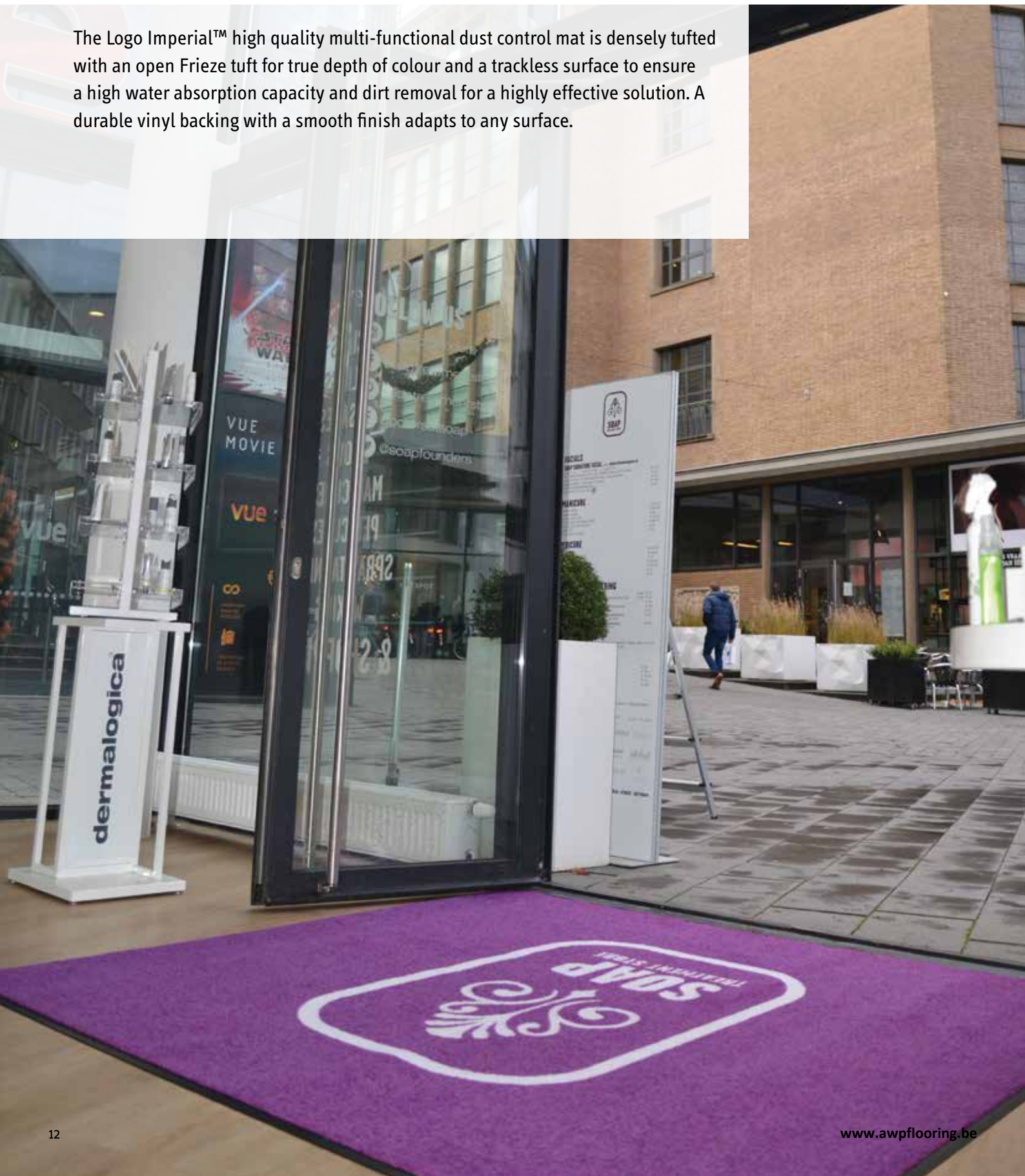




Indoor Absorbent Printed

## 199 Logo Imperial™ - 019 Uni Imperial™

The Logo Imperial™ high quality multi-functional dust control mat is densely tufted with an open Frieze tuft for true depth of colour and a trackless surface to ensure a high water absorption capacity and dirt removal for a highly effective solution. A durable vinyl backing with a smooth finish adapts to any surface.





## 199 Logo Imperial™

Logo Imperial™ can be fully customized with BrilliantStep™ state-of-the-art printing technology allowing 3-dimensional effects, fine lines and colour shading, for each mat to have its truly individual image.

Artwork is supplied within 24-hours. The mat is printed 24 hours after the artwork approval is given.

### Recommended use:

- Suitable for medium to heavy traffic conditions
- For placement inside entrances of hotels, shops, department stores, schools, universities, restaurants, supermarkets

### Specifications:

- Tufted **velours** cut loop pile consisting of 100% non-crush polyamide 6.6 high twist yarns
- 700 grams of yarns per m<sup>2</sup>
- Backing: black vinyl (DOP free)
- Vinyl borders: 2.5 cm on each side
- Overall thickness: 8.5 mm
- Weight: 2.8 kg per m<sup>2</sup>
- Fire rating: EN 13501-1 Bfl-S1

### Stock sizes:

- 60 cm x 90 cm
- 90 cm x 120 cm
- 90 cm x 150 cm
- 120 cm x 180 cm
- 120 cm x 240 cm

### Custom lengths and custom sizes:

- Up to 135 cm wide per linear meter
- Up to 150 cm wide per linear meter
- Up to 200 cm wide per linear meter

### Cleaning tip:

- Vacuum clean

## 019 Uni Imperial™

Uni Imperial™ is a mono-coloured mat printed in any colour to match your mat to any interior or to use together with the custom printed logo mats for a colour coordinated matting system.

### Recommended use:

- Suitable for medium to heavy traffic conditions
- For placement inside entrances of hotels, shops, department stores, schools, universities, restaurants, supermarkets

### Specifications:

- Tufted Frieze cut loop pile consisting of 100% non-crush polyamide 6.6 high twist yarns
- 700 grams of yarns per m<sup>2</sup>
- Backing: black vinyl (DOP free)
- Vinyl borders: 2.5 cm on each side
- Overall thickness: 8.5 mm
- Weight: 2.8 kg per m<sup>2</sup>
- Fire rating: EN 13501-1 Bfl-S1

### Stock sizes:

- 60 cm x 90 cm
- 90 cm x 120 cm
- 90 cm x 150 cm
- 120 cm x 180 cm
- 120 cm x 240 cm

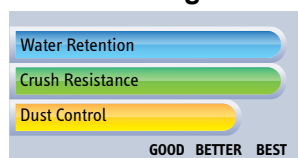
### Custom lengths and custom sizes:

- Up to 135 cm wide per linear meter
- Up to 150 cm wide per linear meter
- Up to 200 cm wide per linear meter

### Cleaning tip:

- Vacuum clean

## Product Testing



## Product Testing

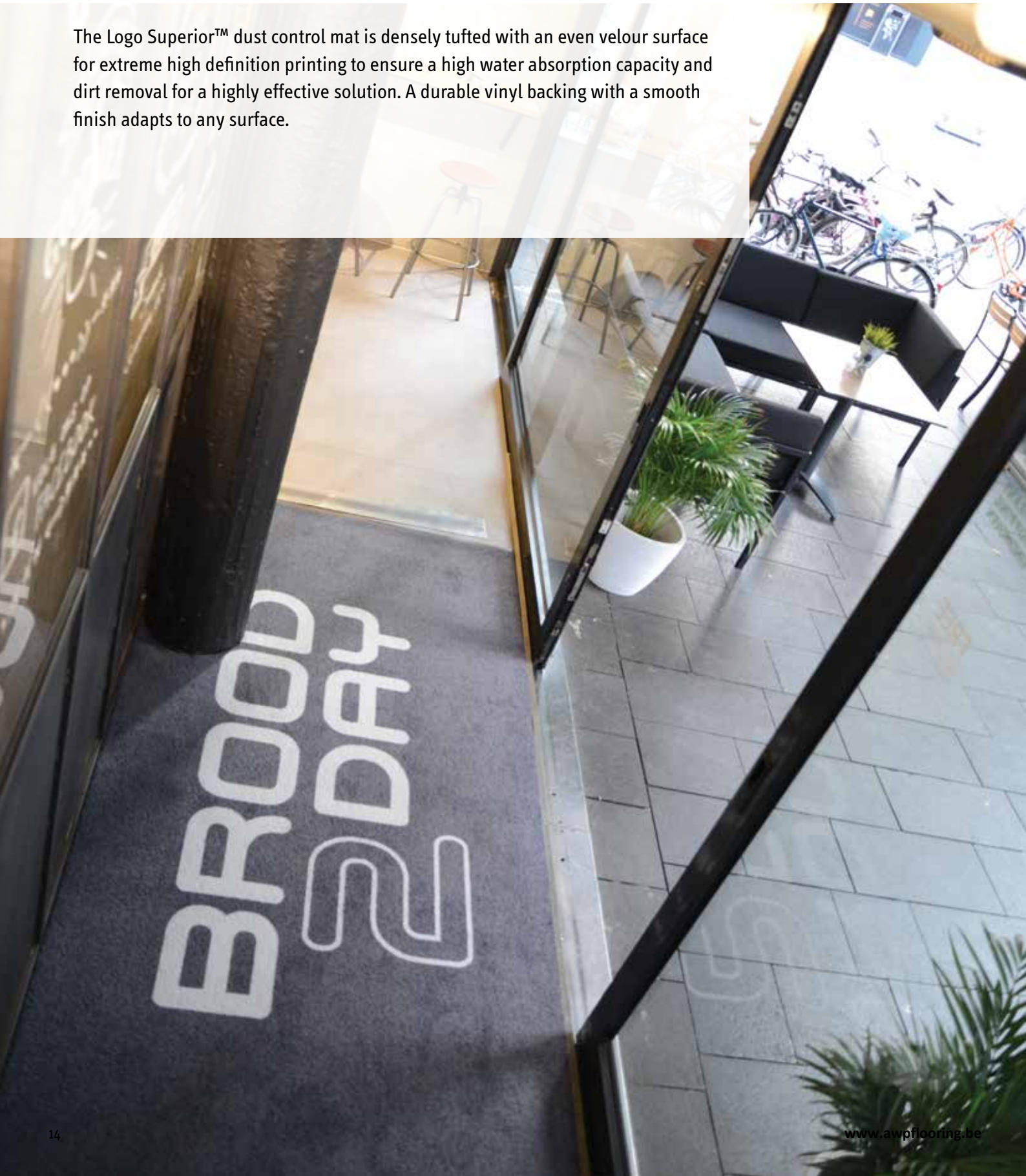




**Indoor Absorbent Printed**

## **198 Logo Superior™ - 018 Uni Superior™**

The Logo Superior™ dust control mat is densely tufted with an even velour surface for extreme high definition printing to ensure a high water absorption capacity and dirt removal for a highly effective solution. A durable vinyl backing with a smooth finish adapts to any surface.





## 198 Logo Superior™

Logo Superior™ can be fully customized with BrilliantStep™ state-of-the-art printing technology allowing 3-dimensional effects, fine lines and colour shading, for each mat to have its truly individual image.

Artwork is supplied within 24-hours. The mat is printed 24 hours after the artwork approval is given.

### Recommended use:

- Suitable for medium to heavy traffic conditions
- For placement inside entrances of hotels, shops, department stores, schools, universities, restaurants, supermarkets

### Specifications:

- **Tufted cut** loop pile consisting of 100% non-crush polyamide 6.6 twist yarns
- 600 grams of yarns per m<sup>2</sup>
- Backing: black vinyl (DOP free)
- Vinyl borders: 2.5 cm on each side
- Overall thickness: 8 mm
- Weight: 3 kg per m<sup>2</sup>
- Fire rating: EN 13501-1 Bfl-S1

### Recommended accessories:

- 083 Bevelled Nosing 2 mm

### Stock sizes:

- 60 cm x 90 cm
- 90 cm x 150 cm
- 120 cm x 180 cm
- 135 cm x 200 cm

### Custom lengths and custom sizes:

- Up to 135 cm wide per linear meter
- Up to 150 cm wide per linear meter
- Up to 200 cm wide per linear meter

### Cleaning tip:

- Vacuum clean

## 018 Uni Superior™

Uni Superior™ is a mono-coloured mat printed in any colour to match your mat to any interior or to use together with the custom printed logo mats for a colour coordinated matting system.

### Recommended use:

- Suitable for medium to heavy traffic conditions
- For placement inside entrances of hotels, shops, department stores, schools, universities, restaurants, supermarkets.

### Specifications:

- Tufted velours cut loop pile consisting of 100% non-crush polyamide 6.6 twist yarns
- 600 grams of yarns per m<sup>2</sup>
- Backing: black vinyl (DOP free)
- Vinyl borders: 2.5 cm on each side
- Overall thickness: 8 mm
- Weight: 3 kg per m<sup>2</sup>
- Fire rating: EN 13501-1 Bfl-S1

### Recommended accessories:

- 083 Bevelled Nosing 2 mm

### Stock sizes:

- 60 cm x 90 cm
- 90 cm x 150 cm
- 120 cm x 180 cm
- 135 cm x 200 cm

### Custom lengths and custom sizes:

- Up to 135 cm wide per linear meter
- Up to 150 cm wide per linear meter
- Up to 200 cm wide per linear meter

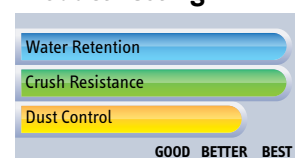
### Cleaning tip:

- Vacuum clean

## Product Testing



## Product Testing

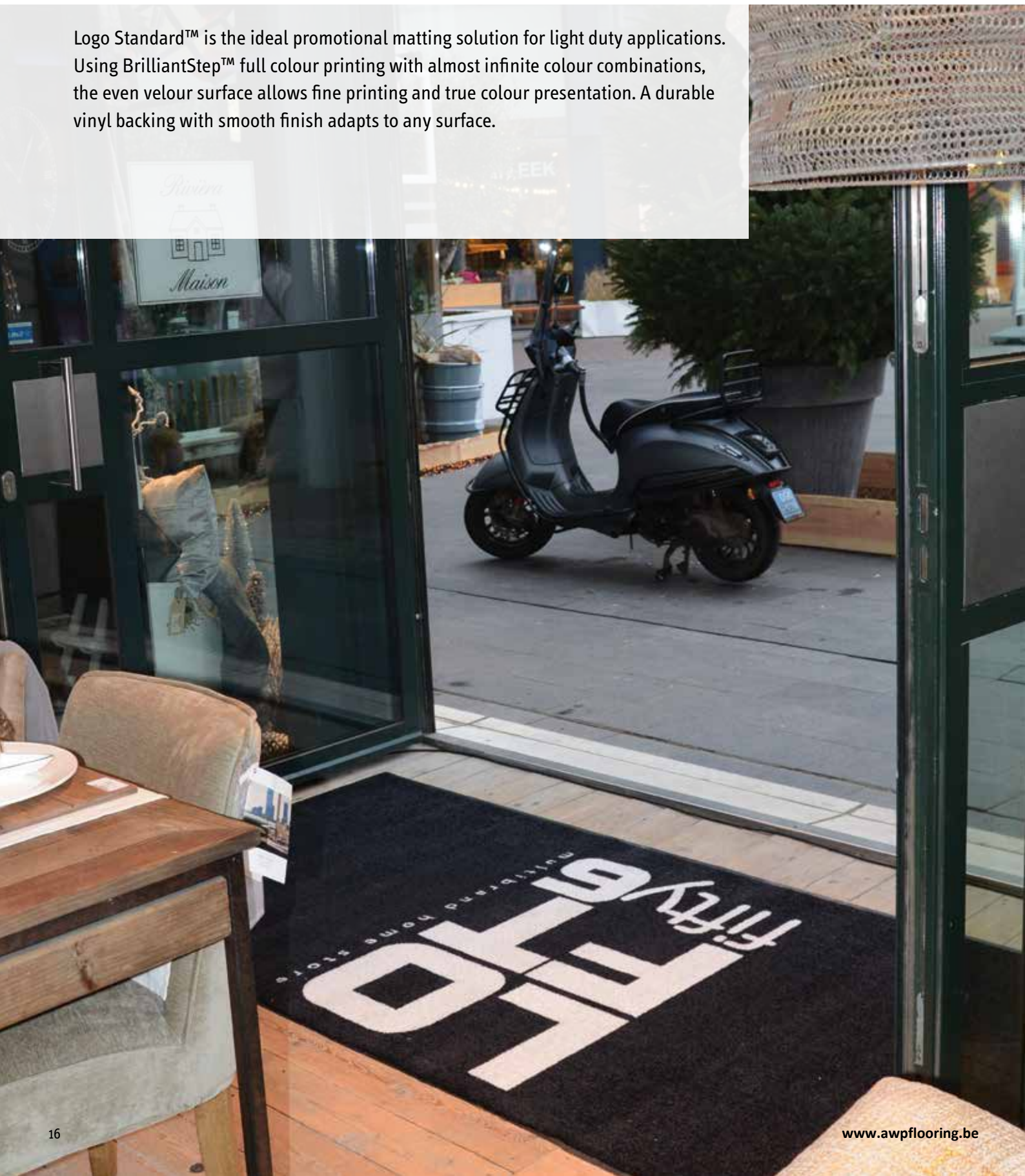




Indoor Absorbent Printed

## 193 Logo Standard™ - 015 Uni Standard™

Logo Standard™ is the ideal promotional matting solution for light duty applications. Using BrilliantStep™ full colour printing with almost infinite colour combinations, the even velour surface allows fine printing and true colour presentation. A durable vinyl backing with smooth finish adapts to any surface.





## 193 Logo Standard™

Logo Standard™ can be fully customized with BrilliantStep™ state-of-the-art printing technology allowing 3-dimensional effects, fine lines and colour shading, for each mat to have its truly individual image.

Artwork is supplied within 24-hours. The mat is printed 24 hours after the artwork approval is given.

### Recommended use:

- Suitable for light traffic conditions
- For placement inside entrances of offices, shops, restaurants, grocery shops, bakeries, specialty stores

### Specifications:

- Tufted velours cut loop pile consisting of 100% non-crush polyamide 6.0 high twist yarns
- 405 grams of yarns per m<sup>2</sup>
- Backing: black vinyl (DOP free)
- Vinyl borders: 2.5 cm on each side
- Overall thickness: 6 mm
- Weight: 2.7 kg per m<sup>2</sup>

### Recommended accessories:

- 083 Bevelled Nosing 2 mm

### Stock sizes:

- 60 cm x 90 cm
- 90 cm x 120 cm
- 90 cm x 150 cm
- 90 cm x 300 cm
- 120 cm x 180 cm

### Custom lengths and custom sizes:

- Up to 90 cm wide per linear meter
- Up to 120 cm wide per linear meter

### Cleaning tip:

- Vacuum clean

## 015 Uni Standard™

Uni Standard™ is a mono-coloured mat printed in any colour to match your mat to any interior scheme or to use together with the custom printed logo mats for a colour coordinated matting system.

### Recommended use:

- Suitable for light traffic conditions
- For placement inside entrances of offices, shops, restaurants, grocery shops, bakeries, specialty stores

### Specifications:

- Tufted velours cut loop pile consisting of 100% non-crush polyamide 6.0 high twist yarns
- 405 grams of yarns per m<sup>2</sup>
- Backing: black vinyl (DOP free)
- Vinyl borders: 2.5 cm on each side
- Overall thickness: 6 mm
- Weight: 2.7 kg per m<sup>2</sup>

### Recommended accessories:

- 083 Bevelled Nosing 2 mm

### Stock sizes:

- 60 cm x 90 cm
- 90 cm x 120 cm
- 90 cm x 150 cm
- 90 cm x 300 cm
- 120 cm x 180 cm

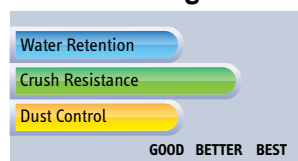
### Custom lengths and custom sizes:

- Up to 90 cm wide per linear meter
- Up to 120 cm wide per linear meter

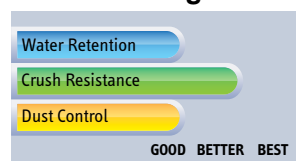
### Cleaning tip:

- Vacuum clean

## Product Testing



## Product Testing

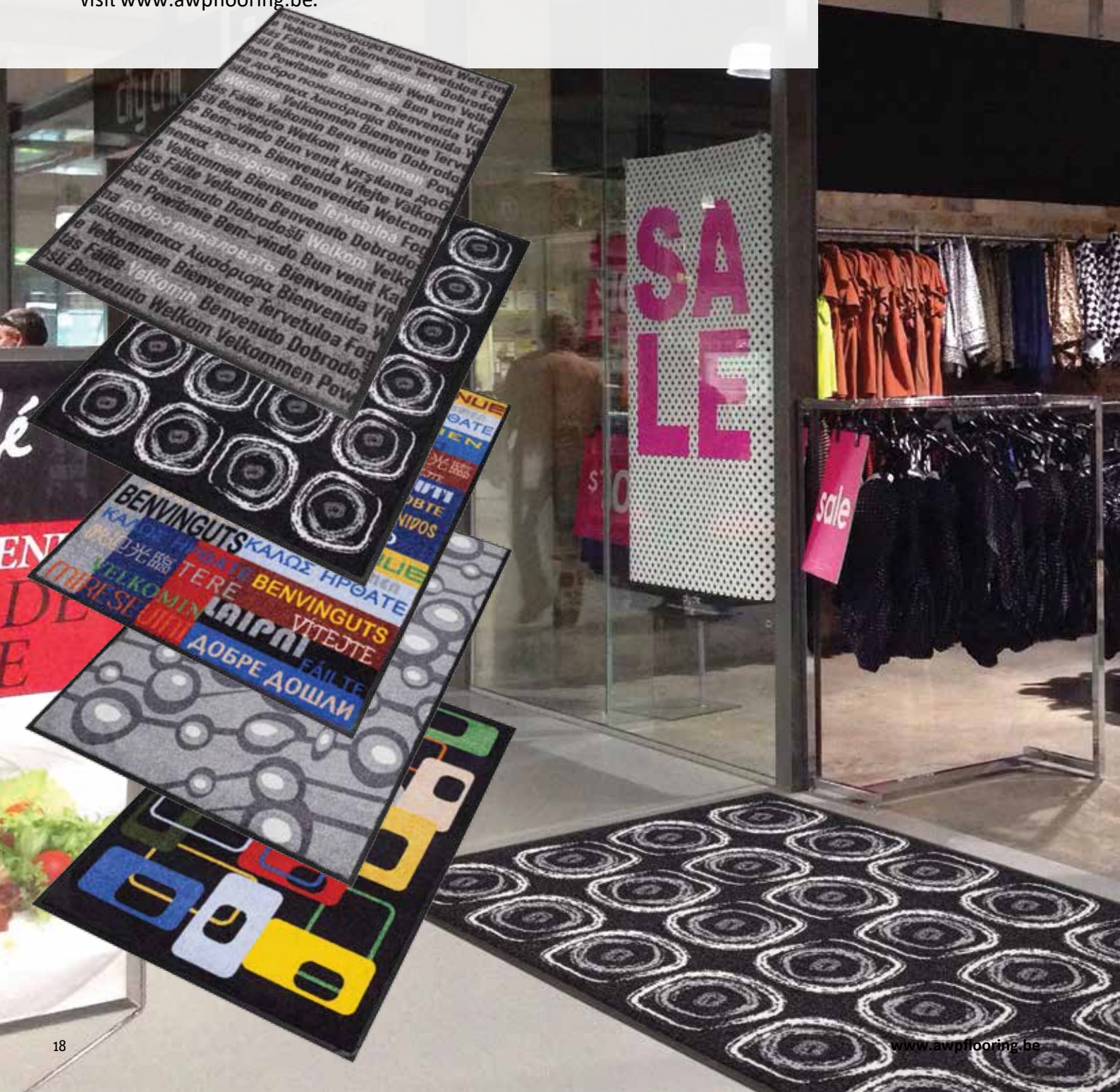




Indoor Absorbent Printed

# Déco Design

These decorative dust control mats come in a large assortment of fashionable, attractive, funky, retro and fun designs to coordinate with any interior design or atmosphere. This high quality multi-functional dust control mat cleans and dries shoes, to prevent dirt and moisture getting tracked into facilities. Superior colour-fastness is ensured in accordance with DIN 54006. For more designs, visit [www.awpflooring.be](http://www.awpflooring.be).





## 170 Déco Design™ Washable

Tufted Frieze cut loop pile consisting of 700 grams of yarns per m<sup>2</sup> of 100% non-crush polyamide 6.6 high twist yarns. Washable up to 50°C. Nitrile rubber backing with cleated pattern to minimize movement on all surfaces and to keep the mat elevated on hard floors to allow drying underneath.

### Stock sizes:

- 60 cm x 85 cm
- 85 cm x 115 cm
- 85 cm x 150 cm
- 115 cm x 180 cm

### Product Testing



## 179 Déco Design™ Imperial

Tufted Frieze cut loop pile consisting of 700 grams of yarns per m<sup>2</sup> of 100% non-crush polyamide 6.6 high twist yarns with vinyl backing with smooth finish that adapts to any surface.

### Stock sizes:

- 60 cm x 90 cm
- 90 cm x 120 cm
- 90 cm x 150 cm
- 120 cm x 180 cm
- 120 cm x 180 cm

### Custom lengths and custom sizes:

- Up to 135 cm wide per linear meter
- Up to 150 cm wide per linear meter
- Up to 200 cm wide per linear meter

### Product Testing



## 178 Déco Design™ Superior

Tufted Velour cut loop pile consisting of 600 grams of yarns per m<sup>2</sup> of 100% non-crush polyamide 6.6 twist yarns with vinyl backing with smooth finish that adapts to any surface.

### Stock sizes:

- 60 cm x 90 cm
- 90 cm x 150 cm
- 120 cm x 180 cm
- 135 cm x 200 cm

### Custom lengths and custom sizes:

- Up to 135 cm wide per linear meter
- Up to 150 cm wide per linear meter
- Up to 200 cm wide per linear meter

### Product Testing



## 175 Déco Design™ Standard

Tufted Velour cut loop pile consisting of 405 grams of yarns per m<sup>2</sup> of 100% non-crush polyamide 6.0 high twist yarns with vinyl backing with smooth finish that adapts to any surface.

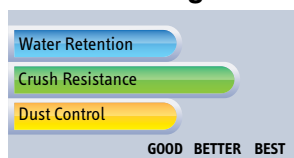
### Stock sizes:

- 60 cm x 90 cm
- 90 cm x 120 cm
- 90 cm x 150 cm
- 90 cm x 300 cm
- 120 cm x 180 cm

### Custom lengths and custom sizes:

- Up to 90 cm wide per linear meter
- Up to 120 cm wide per linear meter

### Product Testing





# Design considerations for logo mat printing

## Achieving high definition logo printing

### Resolution

Artwork should be created at a resolution of 76.2 dpi in the dimensions of the print area of the selected mat.

Although high resolution offers the possibility to print sharper lines and text, the surface of the mat determines the ultimate level of definition that you can achieve. The surface ranges from a smooth velour, open velour or frieze finishing of tufted yarns.

### Colour mode / colour profile

The design in working spaces must be assigned to Adobe RGB (1998). If the design is in CMYK, LAB or greyscale, it must be converted to Adobe RGB (1998). Consider when saving, that Adobe RGB (1998) profile is embedded.

### Logo printing using vector graphics

Vector data can be easily scaled infinitely. This means that you can make a vector graphic as small or large as you like and they will never lose any quality. For this reason logos are often stored in a vector format as they can then be scaled to any size to be printed on larger mat sizes without losing any quality.

### Accepted vector file formats:

- EPS - Adobe's EPS format (Encapsulated PostScript) is perhaps the most common vector image format. It is the standard interchange format in the print industry.
- AI - The native format of Adobe Illustrator is the AI format (Adobe Illustrator Artwork). To avoid losing details all font lines and shapes must be converted to outlines.
- PDF - Adobe's PDF format (Portable Document Format) is very widely used as a general purpose platform-independent document format.

### Photo printing using raster graphics

Photographs are raster graphics that use pixels. The amount of pixels is a reference to the amount of dots that make up the image. The more dots there are the higher quality your image will be as the dots are smaller. Vector files cannot easily be used to store these extremely complex images since the colour information is paramount and may vary on a pixel-by-pixel basis. The quality and detail of raster graphics is extremely high.

Enlargement is one of the most common issues with raster graphics as when they're enlarged, they lose quality and become 'pixelated'. The more dots/pixels there are, the more an image can be enlarged, but every image can only be enlarged by so much.

### Not recommended:

- PNG - (Portable Network Graphics) is a web-based file that does not lose quality when compressed and is best used for the web.

### Accepted raster file formats:

- JPEG/JPG - One of the most widely used image formats is the JPEG format (Joint Photographers' Expert Group). This format has smaller file sizes but does not store a perfect copy of the image. A high resolution of 300 dpi or the exact dimensions of the mat is imperative to print well on a large mat. We do not recommend using JPEG files for rasterized vector art, as the compression artifacts substantially degrade the quality of the image near the edges.
- BMP - There are actually several BMP formats (BitMaP). Windows and Macintosh have their own formats, both of which are called BMP. A high resolution is imperative to print well on a large mat.
- TIFF/TIF - This format (Tagged Image File Format) is used to store raw bitmap data. A high resolution is imperative to print well on a large mat.

### Not recommended:

- PNG - (Portable Network Graphics) is a web-based file that does not lose quality when compressed are best used for the web.

### Converting to a print ready file

When converting a vector file to a TIFF file or PCX file, please uncheck the "anti-alias" box. Anti-alias "creates" similar coloured pixels to make the colour transition smoother in a photo; however, this will not make a clear print.

## Design Considerations

### Logo design

Designs or logos that use solid colours will print very well on a mat.

We advise to have the background in a darker colour to maintain the appearance of the mat. Lighter areas will appear dirty faster. Gradients should be used selectively, creatively, and only when they enhance the design.

### Photos

Photos should be adjusted to high contrast to ensure brilliant colours on the mat. Adjust the black to (RGB 0 – 0 – 0) and whites (where possible) to off-white (RGB 236-236-236) to prevent from dirtying too quickly.

### Keeping text and fine lines legible

Text and fine lines should be the minimum pixel width to keep text and images legible. Many small shapes and fine lines should be avoided as they could disappear or print very broken and rough on smaller mat sizes. This is also applicable for the white spaces, or negative spaces between shapes or they may fill in causing a loss in the definition.

### Bleeds, borders and overprint

Make sure the design is not too close to the borders due to possible overprint. The minimum space around the design (bleed) should be at least 1 cm.

We don't recommend designing a border around the design. The backing of the mat is black and extends approximately two centimetres on each side, the mat could shift slightly during printing and a designed border may not align precisely with the backing. If you require a border or would like to print all the way to the edges, we advise to take a larger size mat. It will then be cut to size and there will be no risk of an overprint and missing or uneven borders.

# Choosing or matching colours



As a starting point, AWP has a full palette of 100 standard colours, pictured here on the right, to select from with enough choice to create any new artwork or logo design where there is no established colour scheme.

**The colour swatches and RGB values shown on these pages are for visual design purposes only and do not correspond to the actual printed colours.**

Each colour will print differently on each mat due to the differences in texture and surface quality. Please refer to the colour swatches provided in the approval form sent to you for a true representation of your chosen colours on your chosen matting product.

## PMS colour matching

For designs where a corporate identity has been established and needs to be followed, the accuracy of colour is critical in design. We try our best to meet our customers colour expectations, but artwork designed on an RGB computer screen, may look different than what is printed. What you see on your monitor is not what will appear on a printed mat, our designers use a standardized colour matching system, such as the Pantone Matching System. Pantone offers chip books to see how colours look on coated, uncoated, and matte paper. Due to the surface of the logo mat, the closest match of the Pantone colours is the Uncoated (U) colour line.

To ensure the best colour representation on the selected mat, our design team will select the closest match in ideal lighting circumstances. Some spot colours lend themselves perfectly to being reproduced using the extended process colours, whereas others can cause slight problems in that the match is not perfect. If a colour is out of the gamut of the colour range, the closest match or substitution will occur and a photo will be sent of the nearest colour match for approval.

## Choosing standard sizes or custom sizes

Logo matting is manufactured as standard size mats with vinyl borders on all sides or on rolls with vinyl borders along the length of the roll.

Special sizes are available in linear lengths and custom sizes up to a maximum of the width of the roll. For special sizes, the production team tailor ensures each mat will be printed to order and cut to the exact dimensions of the client.



## 190 Logo Washable™



**Mat Surface:** Frieze

**Formats:** AI, EPS, PDF, TIFF

**Art. nr.: 190S0046WH**

Mat: 115 cm x 180 cm  
Print area: 115 cm x 180 cm

**Art. nr.: 190S0035WH**

Mat: 85 cm x 150 cm  
Print area: 84 cm x 150 cm

**Art. nr.: 190S0034WH**

Mat: 85 cm x 115 cm  
Print area: 84,5 cm x 113 cm

**Art. nr.: 190S0023WH**

Mat: 60 cm x 85 cm  
Print area: 59 cm x 84 cm

## 199 Logo Imperial™



**Mat Surface:** Frieze

**Formats:** AI, EPS, PDF, TIFF

**Art. nr.: 199C0078WH**

Mat: 200 cm per linear meter  
Print area: 198 cm x linm

**Art. nr.: 199C0060WH**

Mat: 150 cm per linear meter  
Print area: 150 cm x linm

**Art. nr.: 199C0051WH**

Mat: 135 cm per linear meter  
Print area: 134 cm x linm

**Art. nr.: 199S0048WH**

Mat: 120 cm x 240 cm  
Print area: 118 cm x 238 cm

**Art. nr.: 199S0046WH**

Mat: 120 cm x 180 cm  
Print area: 118 cm x 178 cm

**Art. nr.: 199S0035WH**

Mat: 90 cm x 150 cm  
Print area: 88,5 cm x 147 cm

**Art. nr.: 199S0034WH**

Mat: 90 cm x 120 cm  
Print area: 88 cm x 117 cm

**Art. nr.: 199S0023WH**

Mat: 60 cm x 90 cm  
Print area: 58,5 cm x 88 cm

## 198 Logo Superior™



**Mat Surface:** Velour

**Formats:** AI, EPS, PDF, TIFF

**Art. nr.: 198C0078WH**

Mat: 200 cm per linear meter  
Print area: 198 cm x linm

**Art. nr.: 198C0060WH**

Mat: 150 cm per linear meter  
Print area: 150 cm x linm

**Art. nr.: 198C0051WH**

Mat: 135 cm per linear meter  
Print area: 134 cm x linm

**Art. nr.: 198S0057WH**

Mat: 135 cm x 200 cm  
Print area: 134,5 cm x 198 cm

**Art. nr.: 198S0046WH**

Mat: 120 cm x 180 cm  
Print area: 118 cm x 178 cm

**Art. nr.: 198S0035WH**

Mat: 90 cm x 150 cm  
Print area: 88,5 cm x 147 cm

**Art. nr.: 198S0023WH**

Mat: 60 cm x 90 cm  
Print area: 58,5 cm x 88 cm

## 193 Logo Standard™



**Mat Surface:** Velour

**Formats:** AI, EPS, PDF, TIFF

**Art. nr.: 193C0048WH**

Mat: 120 cm per linear meter  
Print area: 118 cm x linm

**Art. nr.: 193C0036WH**

Mat: 90 cm per linear meter  
Print area: 88 cm x cm

**Art. nr.: 193S0046WH**

Mat: 120 cm x 180 cm  
Print area: 118 cm x 178 cm

**Art. nr.: 193S0310WH**

Mat: 90 cm x 300 cm  
Print area: 88 cm x 298 cm

**Art. nr.: 193S0035WH**

Mat: 90 cm x 150 cm  
Print area: 88 cm x 147 cm

**Art. nr.: 193S0034WH**

Mat: 90 cm x 120 cm  
Print area: 88 cm x 117 cm

**Art. nr.: 193S0023WH**

Mat: 60 cm x 90 cm  
Print area: 58,5 cm x 86,5 cm

## Submitting print ready artwork

To submit a print-ready file for the custom printed mats please follow the steps below to ensure the design file conforms to the requirements. In the event that any corrections or changes need to be made, the design cost will apply.

- Artwork should be created at a resolution of 76.2 dpi.
- Make sure that the Adobe RGB (1998) profile is embedded.
- Accepted vector file formats: EPS, AI, PDF. A TIFF file is preferred.

- We advise to select colours from our 100 colour palette.
- Text and fine lines should be the minimum pixel width to keep text and images legible. We advise to have a minimum pixel width of 10. (1 pixel is enough when using a black colour).

# Colour Palette

This is a visual representation of the 199 Logo Imperial™. Each colour will print differently on each mat due to the differences in texture and surface quality. For exact colours, please refer to a colour swatch.

 R 193 G 166 B 127 <b>727 U</b>	 R 210 G 162 B 115 <b>720 U</b>	 R 202 G 145 B 108 <b>473 U</b>	 R 185 G 130 B 95 <b>471 U</b>	 R 172 G 111 B 66 <b>131 U</b>
 R 238 G 171 B 136 <b>488 U</b>	 R 255 G 160 B 122 <b>487 U</b>	 R 194 G 144 B 127 <b>693 U</b>	 R 212 G 143 B 115 <b>162 U</b>	 R 211 G 129 B 93 <b>486 U</b>
 R 239 G 200 B 103 <b>461 U</b>	 R 299 G 191 B 99 <b>460 U</b>	 R 211 G 175 B 91 <b>459 U</b>	 R 206 G 172 B 87 <b>458 U</b>	 R 181 G 151 B 78 <b>457 U</b>
 R 255 G 230 B 82 <b>100 U</b>	 R 255 G 233 B 22 <b>Yellow U</b>	 R 255 G 221 B 53 <b>106 U</b>	 R 255 G 209 B 0 <b>107 U</b>	 R 255 G 199 B 0 <b>109 U</b>
 R 255 G 192 B 63 <b>127 U</b>	 R 240 G 196 B 49 <b>128 U</b>	 R 245 G 196 B 45 <b>115 U</b>	 R 234 G 181 B 47 <b>116 U</b>	 R 219 G 165 B 31 <b>124 U</b>
 R 255 G 159 B 55 <b>148 U</b>	 R 255 G 112 B 55 <b>157 U</b>	 R 215 G 112 B 48 <b>158 U</b>	 R 204 G 93 B 0 <b>1375 U</b>	 R 204 G 68 B 0 <b>1505 U</b>
 R 225 G 150 B 0 <b>141 U</b>	 R 217 G 90 B 0 <b>151 U</b>	 R 197 G 97 B 3 <b>138 U</b>	 R 173 G 75 B 7 <b>145 U</b>	 R 168 G 70 B 4 <b>152 U</b>
 R 255 G 34 B 34 <b>1645 U</b>	 R 186 G 20 B 27 <b>1795 U</b>	 R 186 G 18 B 18 <b>7417 U</b>	 R 173 G 35 B 46 <b>485 U</b>	 R 128 G 0 B 11 <b>7418 U</b>
 R 245 G 109 B 158 <b>203 U</b>	 R 255 G 90 B 106 <b>204 U</b>	 R 203 G 79 B 83 <b>205 U</b>	 R 189 G 79 B 92 <b>1925 U</b>	 R 188 G 68 B 80 <b>1935 U</b>
 R 182 G 117 B 138 <b>680 U</b>	 R 249 G 164 B 216 <b>210 U</b>	 R 255 G 0 B 175 <b>211 U</b>	 R 193 G 45 B 110 <b>213 U</b>	 R 164 G 6 B 77 <b>214 U</b>
 R 104 G 23 B 113 <b>2425 U</b>	 R 120 G 17 B 60 <b>221 U</b>	 R 120 G 40 B 60 <b>7420 U</b>	 R 91 G 36 B 52 <b>7419 U</b>	 R 76 G 12 B 42 <b>7435 U</b>
 R 138 G 101 B 196 <b>2645 U</b>	 R 118 G 91 B 167 <b>2587 U</b>	 R 81 G 25 B 85 <b>255 U</b>	 R 44 G 7 B 61 <b>2617 U</b>	 R 51 G 9 B 94 <b>2607 U</b>
 R 137 G 128 B 212 <b>2715 U</b>	 R 100 G 93 B 155 <b>272 U</b>	 R 87 G 63 B 167 <b>273 U</b>	 R 64 G 40 B 152 <b>2685 U</b>	 R 52 G 44 B 86 <b>275 U</b>
 R 118 G 157 B 236 <b>2717 U</b>	 R 82 G 104 B 194 <b>2727 U</b>	 R 0 G 0 B 179 <b>2728 U</b>	 R 10 G 10 B 110 <b>293 U</b>	 R 39 G 39 B 85 <b>541 U</b>
 R 70 G 86 B 140 <b>284 U</b>	 R 60 G 86 B 156 <b>285 U</b>	 R 49 G 77 B 137 <b>300 U</b>	 R 14 G 28 B 72 <b>2955 U</b>	 R 1 G 16 B 57 <b>2965 U</b>
 R 6 G 255 B 248 <b>317 U</b>	 R 0 G 175 B 175 <b>311 U</b>	 R 0 G 131 B 138 <b>312 U</b>	 R 0 G 75 B 112 <b>314 U</b>	 R 16 G 50 B 79 <b>315 U</b>
 R 195 G 225 B 45 <b>388 U</b>	 R 115 G 173 B 35 <b>381 U</b>	 R 0 G 141 B 58 <b>376 U</b>	 R 3 G 99 B 3 <b>369 U</b>	 R 28 G 53 B 0 <b>371 U</b>
 R 69 G 196 B 87 <b>358 U</b>	 R 24 G 140 B 87 <b>360 U</b>	 R 43 G 81 B 55 <b>361 U</b>	 R 33 G 81 B 55 <b>356 U</b>	 R 3 G 46 B 3 <b>349 U</b>
 R 150 G 100 B 0 <b>7405 U</b>	 R 153 G 87 B 8 <b>146 U</b>	 R 80 G 41 B 10 <b>7414 U</b>	 R 64 G 30 B 0 <b>174 U</b>	 R 48 G 23 B 5 <b>175 U</b>
 R 236 G 236 B 236 <b>7541 U</b>	 R 150 G 152 B 144 <b>428 U</b>	 R 64 G 64 B 64 <b>431 U</b>	 R 50 G 50 B 50 <b>433 U</b>	 R 0 G 0 B 0 <b>Black U</b>



AWP has a full selection of indoor, outdoor and logo mats for professional use. Indoor matting is available in a range of zones, materials and colours to create a total matting solution for clean and safe entrances.

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