Format for Mepps® Premium Artwork

Thank you for considering Mepps products for your premium needs. To ensure your artwork is clean and correct, we ask you to please send us digital artwork whenever possible. We need **vector art** in encapsulated post script (.EPS) or Adobe Illustrator (.AI) format to produce pad print film. Bitmapped files (rasterized artwork) e.g. JPEG and TIF files will **not** work. All of our work is done on a PC, so any post script file you send us must include the .EPS file extension. If it does not, our system will not be able to recognize it.

What is pad printing?

The whole pad printing process would be much easier for everyone to understand if it were called "pad stamping" rather than pad "printing." *Pad printing is like working with a rubber stamp.* The pad picks up ink from a tray, like a rubber stamp picks ink up from a stamp pad, and transfers it to the object being printed. It literally "stamps" it on the object. If you are using a rubber stamp and you have a red stamp pad, the stamped image is red. It's black with a black stamp pad. It's the same with pad printing.

If you are printing two colors, black and red, it requires two passes through the pad printer as each color must be printed "stamped" separately. Also, it will not work to print (stamp) one color over another as there is no opacity in pad printing. Pad printing is really a very simple printing process, but it allows printing on objects with an unusual shape or makeup. Logos on some bowling pins are pad printed.

We ask for Adobe Illustrator EPS files because they are vector images as opposed to raster images. A vector image is a drawing made up of lines, where a raster image (jpeg, gif, tiff) is a photograph (bitmap image) made up of a series of dots (pixels). A vector image can be scaled indefinitely without loss of image quality. For this reason you will sometimes see them referred to as SVG (scalable vector graphic) file.

Our only other option is silk screened decals, and we are trying to get away from this as it is much more expensive and very time consuming. I hope this helps. Give me a call if you have any other questions or concerns.

You may e-mail your artwork to Mepps Communications Director Jim Martinsen. The e-mail address is: meppsman@mepps.com. **Please do not e-mail files larger than 10 megabytes.** Any file larger than 10 megabytes should be burned to a CD and sent to us.

Please contact us with any questions:

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