Formatting Requirements for 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. **An excapsulated post script (.EPS) or Adobe Illustrator (.AI) is required**. Bitmapped files (rasterized artwork) e.g. *PDF, PNG, JPG, GIF, BMP and TIF files will not work*.

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 and mathematical points, where a raster image (jpeg, gif, tiff) is like a photograph (bitmap image) made up of a series of dots of color (pixels). A vector image can be scaled infinitely without loss of image quality, while a raster image cannot be scaled. For this reason you will sometimes see them referred to as SVG (scalable vector graphic) file.

Any file larger than 10 MB should be transferred to us using We-Transfer, Hightail, DropSend or a similar file transfer service.

Please call us with any questions at **800/637-7700 or email premium@mepps.com.**

Laurie Powell is the main contact for all premium orders.

What is pad printing?

The pad printing process would be much easier for everyone to understand if it were called pad "stamping" rather than pad "printing." Think of pad printing like using a rubber stamp. The pad picks up ink from a tray 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. Also, it will not work to print (stamp) one color over another as there is no opacity in pad printing. Pad printing is a very simple printing process, but it allows printing on objects with an unusual shape or makeup, like the rounded surface of a Mepps® blade.

www.mepps.com