



SHELDONS', INC.

IMPORTERS, MANUFACTURERS, DISTRIBUTORS
626 Center St., Antigo, WI 54409-2496
www.mepps.com

QUESTIONS? CALL US! : 715-623-2382

MEPPS® PREMIUM LURE PROGRAMS

All premium lures require a Mepps logo. All orders must be paid for prior to beginning production.

Mepps, a leader in the fishing tackle industry for more than 50 years, manufactures quality promotional products for a diversified list of clients. Anglers using Mepps lures have caught more world and state record fish than any other fraternity of fishermen. Put the power of a Mepps premium promotion to work for you.

Minimum Order - 100 lures

- For pricing and lure selection, visit: mepps.com/products/lures [or] view the current Mepps Catalog
- Initial set-up fee for a one-color pad-print - \$125
- Set-up fee for reorders (no changes) - \$25
- Initial set-up fee for a two-color pad-print - \$225
- Set-up fee for reorders (no changes) - \$100

20% discount on orders of 100-199 lures

25% discount on orders of 200-299 lures

30% discount on orders of 300-399 lures

35% discount on orders of 400-499 lures

40% discount on orders of 500-599 lures

45% discount on orders of 600+ lures

Prepaid Freight on orders of \$600 or more shipped within the Continental United States. Alaska and Hawaii shipments must be a minimum of \$1,200 to be shipped pre-paid.

**Programs subject to change. www.mepps.com/premium has current information.*

**For questions on Premium information, contact:
SHELDONS', INC - Mepps® Premium Lure Program**

Contact: Emily Jensen

Email: premium@mepps.com | Phone: 715-623-2382

**Thank you for considering Mepps for
your premium/promotional needs!**



A word about artwork...

To ensure your logo is clean and correct, we ask you to please send us digital artwork whenever possible. A vector file in Encapsulated Post Script (EPS) or Adobe Illustrator (AI) format is required. Bitmapped (rasterized) files are not acceptable; these include PDF, PNG, JPG, GIF, BMP, and TIF files. We will be happy to contact your agency or work with your in-house art department to secure the correct artwork.

www.mepps.com/premium

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 encapsulated 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.



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.

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 **715-623-2382** or email **premium@mepps.com**.

Emily Jensen is the main contact for all premium orders.



www.mepps.com