



CUSTOM MOUSEPAD SELECTION GUIDE

BetterMousepads.com offers the largest selection of custom printed promotional mousepads in the world. But with so many choices, you may wonder which is the right mousepad for you. The answer depends on several factors, including budget, artwork, usage environment longevity, and personal preference. This guide will help you select the best choice for your needs. Of course, you can always call one of our experienced and helpful sales associates for a personal one-on-one consultation.

BENEFITS OF MOUSE PAD ADVERTISING

Why Advertise on Mousepads? Because your advertising is always on, 24/7, right at the point of user access to the computer and the Internet. No other advertising medium can get your ad as close to your target audience with the daily exposure you need. Custom imprinted mousepads continue to be one of the most successful promotional products, influencing millions of computer and Internet users everywhere, everyday. Even in this age of optical mice, mousepads provide users with the benefits of a decorative workspace on the desktop and the “mousing feel” that computer users expect and enjoy.

SURFACE OPTIONS

Soft Top Mousepads

Fabric pads have a soft polyester surface. Printing is by dye sublimation. Fabric pads are among the least expensive mousepad options. One advantage of fabric mousepads is that they can be custom cut to almost any shape and size. Fabric Mousepads are ideal for cost-effective advertising programs. However, they have a more limited lifecycle than Hard Top Mousepads.

Options:

Origin'L Fabric® - our most popular fabric surface.

SoftTouch® - a luxurious, plush fabric surface. Feels like peach fuzz.

Foam Backed Fabric Mousepad - fabric pads traditionally use a heavy duty rubber base, although we do offer a light-duty foam backed option.

Hard Top Mousepads

Hard surface mousepads have a textured polymer surface. The surface layer provides high-resolution color presentation which makes your artwork really “pop.” The textured matte surface provides excellent mouse tracking capability.

Hard surface mousepads insure years of dependable use. The superior 4-color printing process allows greater resolution and clarity than soft top pads.

Most hard surface mousepads are printed to the underside of the clear plastic surface. However, our Economy Matte Hard Top Mousepads provide a more budget-friendly option with a razor sharp image printed on paper, sealing it between an ever sturdy rubber base and a hard, clear, lightly textured vinyl top.

Hard Top Mousepads offer the largest number of backing options, including heavy duty rubber, medium duty rubber, light duty foam, thin vinyl, and repositionable lo-tac adhesive.

Options:

Vynex® - a rigid textured vinyl creating an exceptional mousing surface.

Economy Matte Hard Top Mousepad – high quality printing to paper and sealed between a rubber base and a textured vinyl surface.

Window/Photo Mousepads - our Quicklook See-Thru, Frame-It™, Frame-It™ PLUS, Frame-It™ LIFT, Frame-It™ FLEX, Photo Window, and Pocket Mat mouse pads allow users to personalize their pads using their own photographs. Just insert any photograph under the mousepad's cover.

Vinyl Mousepads - extremely versatile and can be molded into a variety of shapes and sizes.

Sealed Edge Mousepads - airtight and waterproof sealed edges.

Lenticular 3-D, Motion & Morph Mousepads — using special “lenticular” surface material, your mousepad can be 3-D or show a moving image.

Leather Mousepads

For an elegant professional look on an executive desktop, you can't beat our Leather Mousepads. Imprinting options include screen printing and debossed. Built-in wrist pads are available as an option. Choose from black or brown leather. Our new Eco-Soft™ Mouse Mat® is made with a luxurious soft material often mistaken for suede leather in look and feel.

Options:

Flat Leather Mousepads
Leather Mousepad with Wrist Pillow
Eco-Soft™ Suede Leather Mousepad

Paper Mousepads

Paper Mousepads offer functionality and versatility not normally available for a mousepad. Economy versions are printed on smooth paper, while specially textured surface options offer better feel.

Options:

MousePaper™ Note Paper Mousepads — combines the function of a mousepad and a scratchpad. Your marketing message is printed on each sheet.

MousePaper™ Calendars — Triple Value Promotion. MousePaper™ Calendars combine the promotional benefits of a calendar, note paper, and a mouse pad.

Ergonomic Gel Mousepads

By using our ergonomic mousepad products in conjunction with a comprehensive ergonomic approach to your workstation, you can minimize the harmful effects of tedious computer work. BetterMousepads.com offers the largest selection of ergonomic mouse pad options, including the Ergo Mat, Memory Foam Pads, Combo Pads, Graphic Flow Pads, Lap Pads, Wrist Rests, and Gel Filled Mouse Pads & Wrist Rests.

Options:

Graphic Flow® combo mouse pads — Seamless Promotional Presentation. Graphics and messages "flow" across this single piece mouse pad and wrist support combination for a colorful, powerful promotional presentation.

Combo Pads combine a custom printed high-quality fabric/rubber mousepad with an ergonomic wrist rest. The pad is pre-formed to include the mousepad and wrist rest all as one piece.

Gel Mousepads and wrist rests with silicon gel-filled support offer comfort and functionality. The gel inside the pad molds to the shape of your wrist for maximum effectiveness. These ultra-comfortable pads combine a custom printed high-quality mousepad with an ergonomic gel-filled wrist rest. Available in soft-top Lycra covered pads or translucent cover.

Liquid Pads

Liquid Pads A water-glycerin-filled liquid-bag is intricately sealed between the vinyl layers of the pad. Up to three different non-mixing, non-toxic, colored liquid layers can be used.

Options:

Simple Liquid-Filled – one color printing with a clear liquid

Floater – add stock and custom shaped floaters

Glitter – add glitter and sparkle

Magic – full color printing with a clear liquid

Photo Frame – insert window style pad with liquid filled frame

Color Plus – two non-mixing liquids

Lily Padz – durable liquid filled pads with many options

BASE OPTIONS

Our most popular size is 7.5x8 inch with our standard 3/8 inch corner radius. Origin^L Fabric® is our most popular soft surface pad. Vynex® is our most popular hard surface pad. 1/8th inch is currently our most popular thickness for all surfaces.

Heavy Duty Rubber - a durable natural open cell rubber base material and our most popular option. Available thicknesses are 1.5mm(~1/16"), 3mm(~1/8"), & 6mm(~1/4").

Medium Duty Base - an economical closed cell latex-free natural rubber base material that is up to 55% lighter than our standard Heavy Duty Rubber base. Available thicknesses are 1.5mm(~1/16") & 3mm(~1/8").

Foam – lightweight gray foam backing is an economical solution for mousepads and counter mats. Available thickness is 3mm(~1/8").

Barely There™ - an economical thin, lightweight, non-slip base material. At only .020" thick, BarelyThere™ mouse pads are great for promotional mailings or inserts.

ReTreads™ Recycled Rubber - made from 100% post-consumer recycled material (reground tires saved from landfills). ~2mm thick.

Glue Dot – a screen printed non-skid backing available for thin hard top mousepads.

Antimicrobial / Antibacterial - Sanitary Anti-Microbial Mousepads help protect from bacterial diseases. Great for schools, hospitals, and all health care facilities.

Peel & Place - unique non-slip lo-tac adhesive base for hard top mousepads. This repositionable pad is thin and lightweight, reducing overall cost.

Thickness Options: .020", 1.5mm(~1/16"), 2mm, 3mm(~1/8"), & 6mm(~1/4")

Size: Standard sizes for mousepads are 6"x8" – 7.5"x8" – 7.5"x8.5" – 8"x9.5" -- 8" Round. More Stock Shapes are available. Custom shapes and sizes welcomed.

PRINTING OPTIONS

Offset Lithography: Offset printing is a commonly used printing technique where the inked image is transferred (or "offset") from a plate to a rubber blanket, then to the printing surface. Offset printing is the most common form of high-volume commercial printing, due to advantages in quality and efficiency in high-volume jobs.

Dye Sublimation: Sublimation is a specialized process that prints special heat activated inks on an advanced "transfer" paper. The transfer is then registered to a fabric surfaced product. When heat and precise pressure are applied, the heat activated inks turn into a gas dye, which then sublimates into the fabric. Once the image is transferred, it is permanent and washable.

Spot Color Printing: Using a limited number of color inks, or specific color inks in addition to the primary colors, is referred to as "spot color" printing. Generally, spot-color inks are specific formulations that are designed to print alone, rather than to blend with other inks on the paper to produce various hues and shades. A spot color is any color generated by an ink (pure or mixed) that is printed using a single run. All spot colors will be matched to the Pantone® COATED Process Imaging Guide.

Four Color Process Printing: The technique used to print full-color images, such as color photographs, is called four-color-process printing (sometimes called full color printing). This printing process is composed of four primary colors: Cyan, Magenta, Yellow and key (black) commonly referred to as CMYK, combined to produce millions of colors.

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