Product Data Sheet

MUG LIST

Durham Etched Mug

These two bestselling mugs are very similar in style. Our white mug is a Durham style and the coloured mugs are Cambridge style. Decorated with the innovative Etching technique, enabling your design to be permanently etched into the mug.Etching is a subtle effect but gives your design maximum impact.It gives a 3D effect with a high quality, tactile finish. The mug can also be screen printed, extra charges apply. Please contact for details.

Key Product Information

Product Code:	18044DUR
Commodity Code:	69120023
MOQ:	72
Size:	See Artwork Requirements
Branding Area:	50 x 50mm
Branding Method:	Etched
Material:	Stoneware mug
Made In:	UK
PDF Proof:	24-48 Hours
Express Service Available:	Not Available
Printed Proof Leadtime:	5 Working days
Leadtime:	10 Working days from proof approval
Colour:	White, Black, Midnight Blue, Reflex Blue, Red, Racing Green, Grey
Weight:	300g
Capacity:	10oz / 285ml

Packaging and Other Information

No Per Carton:	72
Packaging Details:	714 x 486 x 387mm
Carton Weight:	28.4Kg
Standard Packaging:	MugSafe® Packaging
Alternative Packaging:	Single mailing carton, Full colour presentation box, MugSafe® Solo, Acetate, 4 or 6up boxes

Recommendations and Limitations

- Please avoid small text - minimum size for etching is 15pt.
- Etching is applied in one position as standard, second side / position extra cost.
- Minimum line thickness of 1mm. Bold, chunky images work best.
- Position of image and depth of etching can vary slightly from mug to mug as they are individually decorated.
  Please wash mug before use.

Ideal For: Trade Exhibitions, Cafés / Coffee Bars, Corporate Giveaways, Desktop Promotions

Artwork Requirements

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Sizes available: Approximate dimensions 91mm tall x 80mm diameter. Please note mugs may vary slightly in size and these details should be used for guidance only.

We can accept artwork by disk, email or you can upload onto our FTP site. Please contact us for details.

Programs:
Mac: QuarkXpress 7, Illustrator, PhotoShop, and Adobe In Design.
PC: PhotoShop and Adobe InDesign

Please supply us with:
- Finished version of the artwork.
- All of the source files used to create the finished version, including all high resolution scans, all screen and printer fonts

Label the disk with job title and return address.

All artwork supplied must be fully editable. The finished version should be supplied as a CYMK file (plus spot colour separations.)

Please note text must be no smaller than 8pt (15pt for etched mugs) and reversed out text should be larger and in bold.

Emailed artwork must be clearly labelled with your order number and company name in the reference line, or supplied on CD with the same information clearly marked. 4 colour process artwork needs to be 300dpi or higher.

Supply a print out:
Black and white or from a low-cost colour printer using the right file, not an earlier version. Label with PMS references for all corporate colours or other critical colour matches. Supply colour samples or swatches at the outset. Customer supplied printouts cannot be matched because there is no consistency of calibration between their machine and our press.

For Etched designs please supply the following:
- Editable EPS file
- Image saved at 100% size or larger
- Pantone® references supplied for colours
- Fonts supplied or text saved as curves

The Etching process best suits bold, chunky images. Avoid mixing bold/chunky designs with fine detail. If you are unsure please send us your design for evaluation. Position of image and depth of etching can vary slightly from mug to mug as they are individually decorated.

If you would like further information regarding a specific design, please feel free to contact us

QR Codes - Please note that the print process and substrates used in the production of this item may not always allow QR codes, if present on your artwork, to function correctly. When approving your proof, you are accepting that this may be the case and as such accept full liability for any malfunction of the QR code.

All information correct at time of publication. Whilst we endeavour to maintain the accuracy of this document, details may change without notice.