

CounterPoint®

Durable Counter Mats

DOGS MAKE EVERY DAY SPECIAL


2023

January	February	March
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	1 2 3 4	1 2 3 4
8 9 10 11 12 13 14	5 6 7 8 9 10 11	5 6 7 8 9 10 11
15 16 17 18 19 20 21	12 13 14 15 16 17 18	12 13 14 15 16 17 18
22 23 24 25 26 27 28	19 20 21 22 23 24 25	19 20 21 22 23 24 25
29 30 31	26 27 28	26 27 28 29 30 31

April	May	June
S M T W T F S	S M T W T F S	S M T W T F S
1	1 2 3 4 5 6	1 2 3
2 3 4 5 6 7 8	7 8 9 10 11 12 13	4 5 6 7 8 9 10
9 10 11 12 13 14 15	14 15 16 17 18 19 20	11 12 13 14 15 16 17
16 17 18 19 20 21 22	21 22 23 24 25 26 27	18 19 20 21 22 23 24
23 24 25 26 27 28 29 30	28 29 30 31	25 26 27 28 29 30

August	September	October
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5	1 2	1 2 3 4 5 6 7
6 7 8 9 10 11 12	3 4 5 6 7 8 9	8 9 10 11 12 13 14
13 14 15 16 17 18 19	10 11 12 13 14 15 16	15 16 17 18 19 20 21
20 21 22 23 24 25 26	17 18 19 20 21 22 23	22 23 24 25 26 27 28
27 28 29 30 31	24 25 26 27 28 29 30	29 30 31

December	January 2024	February 2024
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5	1 2 3 4 5 6	1 2 3
6 7 8 9 10 11 12	7 8 9 10 11 12 13	4 5 6 7 8 9 10
13 14 15 16 17 18 19	14 15 16 17 18 19 20	11 12 13 14 15 16 17
20 21 22 23 24 25 26	21 22 23 24 25 26 27	18 19 20 21 22 23 24
27 28 29 30 31	28 29 30 31	25 26 27 28 29



Triflexis
(spinosad + milbemycin oxime)

Elanco

Sign up for monthly reminders at ElancoReminders.com/Triflexis

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SERVICE STRONG.

Reliable, Independent, and Always Made in the USA.



Service Wire Co.
Serious About Service



SUBMERSIBLE PUMP CABLES IRRIGATION CABLES

Find out more at servicewire.com or call 800-231-9473



Counter Top Space is Too Valuable to Waste!



Put This Valuable Space to Work for You – Add Your Message to Our Counter Mats and

- ✓ Deliver **targeted** marketing
- ✓ Generate **impulse** sales
- ✓ Create brand **awareness**
- ✓ Sell **MORE!**



The Industry's Leading Counter Mat Manufacturer

Get the Most Out of This Valuable Space, Put *CounterPoint*® To Work for You and Get

DURABILITY

- ✓ Our exclusive Super Duty counter mats are the industry's most durable
- ✓ Our traditional mats print directly to plastic
- ✓ We use high quality materials not available from local printers and generic POP suppliers

QUALITY & RELIABILITY

- ✓ America's leading counter mat manufacturer
- ✓ Over 30 years of manufacturing experience
- ✓ Guaranteed quality
- ✓ Award winning print quality
- ✓ Manufactured in the USA using materials also made in the USA



DURABILITY GAUGE

BEST	Super Duty Origin'L Fabric® DuraTec®
BETTER	Barely There™ Peel&Place® ReTreads®
GOOD	Heavy Duty

**All of Our Products are
Manufactured in the USA
Using Materials **ALSO** Made in the USA!**



CounterPoint®

Durable Counter Mats

TABLE OF CONTENTS

Look Who's Using Counter Mats 2

Counter Mat Options 4

Super Duty Counter Mats 5

DuraTec® Counter Mats 6

Heavy Duty Counter Mats..... 7

Origin'L Fabric® Counter Mats 8

ReTreads® Recycled Counter Mats9

Barely There™ Ultra-Thin Mats 10

Peel&Place® Ultra-Thin Mats 11

Frame-It® FLEX Window Counter Mats 12

Product Safety 14

Standard Lead Time 14

Rush Services 14

Production Specs..... 15

General Art Specs 16

Art Check List Inside Back Cover

Current Pricing CounterPointPromo.com

BEST SELLERS

DESCRIPTION	SIZE	CODE
Super Duty Vynex®	11" x 17" x 1/8"	N81117
Frame-It FLEX® Window	16" x 20" x 1/8"	FF8160
Peel&Place® Ultra-Thin	14" x 19" x .015"	NP1419
Origin'L Fabric®	11" x 17" x 1/8"	BG117

Best selling standard sizes for each product category shown above.



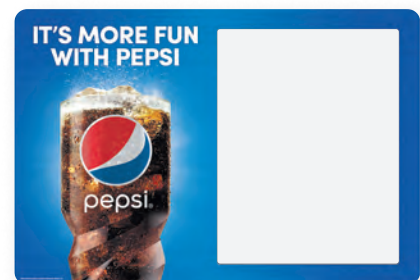
Super Duty – Page 5



DuraTec® – Page 6



Origin'L® Fabric – Page 8



Frame-It® Window – Page 12



Peel&Place – Page 11

LOOK WHO'S USING COUNTER MATS

These businesses, industries, and service providers use counter mats to deliver targeted marketing and generate more sales on counter tops everywhere!

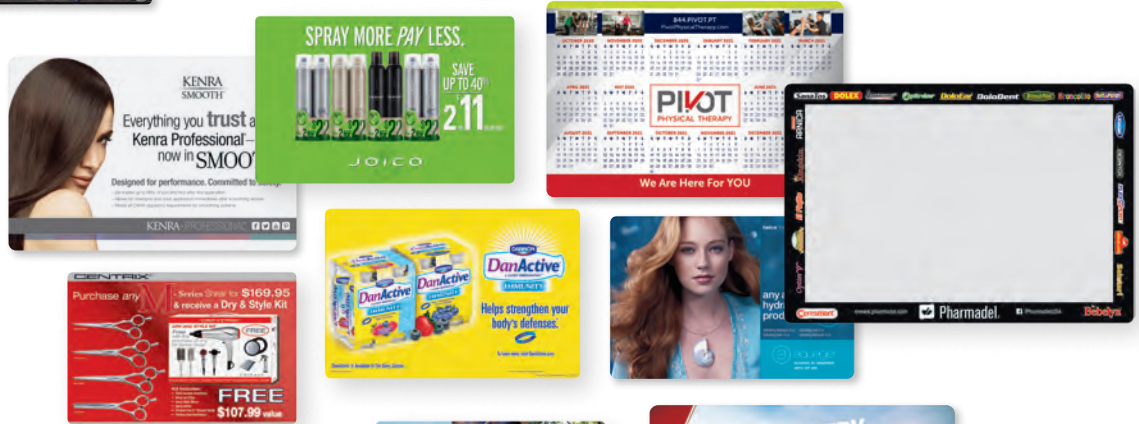
Automotive

- Auto Repair
- Auto Parts
- Car Rental
- Auto Sales



Beauty & Health

- Cosmetics
- Jewelry
- Lingerie
- Dental
- Eye Glasses & Contacts
- Apparel & Fashion
- Physical Fitness
- Safety



Entertainment

- Golf
- Boating
- Tourism
- Toys
- Recreation
- Motion Picture
- Newspaper
- Television & Radio
- Sports
- Gaming



Food & Beverage

- Alcohol
- Fast Food
- Soft Drink
- Convenience Store
- Snack Food
- Grocery



Hardware

- Lawn & Garden
- Manufacturing
- Industrial Supply
- Construction
- Equipment Supply
- Equipment Rental
- Electrical Supply



Medical

- Pharmaceutical
- Dental
- Doctors
- Hospitals



Pets

- Pet Store
- Veterinary
- Pet Products



Retail

- Credit Card
- Consumer Electronics
- Sporting Goods
- Home Furnishings
- Grocery
- Office Supply
- Floral
- Lottery



Professional

- Real Estate
- Insurance
- Banking
- Legal
- Financial



Services

- Advertising
- Education
- Dry Cleaning
- Transportation
- Government
- Freight & Delivery
- Hospitality & Travel
- Printing & Publishing



Counter Top Space is Too Valuable to Waste!

Put This Valuable Space to Work for You – Add Your Message to Our Counter Mats



COUNTER MAT OPTIONS

PROTECTIVE SURFACES



A durable, textured, matte finish and our most popular surface



A durable, "krystal" clear, gloss finish



Antimicrobial fabric with Heavy Duty Base

BASE MATERIALS



Super Duty SAC

Our EXCLUSIVE Supported Adhesion Coating (SAC) makes this the industry's most durable base. SAC is a dimensionally stable film fused to natural open cell rubber. 1/16", 1/8", & 3/16" Thick



Heavy Duty

A durable natural open cell rubber and an economical alternative to Super Duty SAC. 1/16" & 1/8" Thick



ReTreads®

A great GREEN option using 100% post-consumer recycled tires saved from landfills. 3/32" Thick



DuraTec®

Extremely durable, odorless, latex-free, synthetic rubber backing. Light weight. 1/16" & 1/8" Thick



Peel&Place®

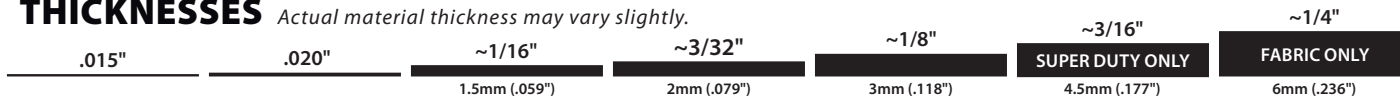
This latex-free, ultra-thin base uses a lo-tac repositionable adhesive. .015" Thick



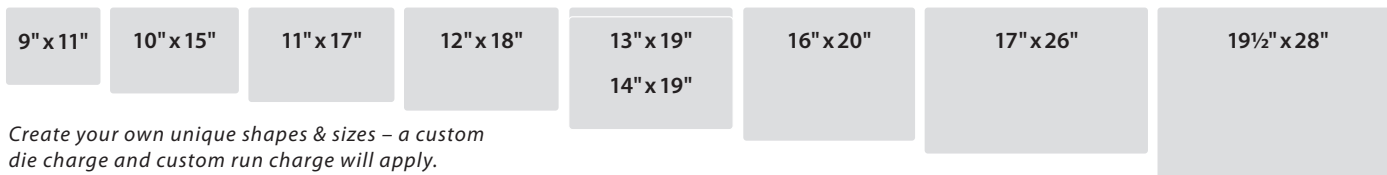
Barely There™

An economical, latex-free, ultra-thin non-slip base. .020" Thick

THICKNESSES Actual material thickness may vary slightly.



STANDARD SIZES



DURABILITY GAUGE Relative comparison of all CounterPoint® counter mats.

BEST	BETTER	GOOD
Super Duty Origin'L Fabric® DuraTec®	Barely There™ Peel&Place® ReTreads®	Heavy Duty

GUARANTEED QUALITY

As the industry's leading counter mat manufacturer, we are confident you will be satisfied with our product's quality. Our 100% Quality Guarantee is our ongoing promise that we will do what it takes to make sure you are satisfied with your purchase's quality.



THE INDUSTRY'S MOST DURABLE COUNTER MAT

SuperDuty

Rugged surfaces and our exclusive Super Duty SAC base creates the industry's most durable mat.

- ✓ Our most popular counter mat
- ✓ Built tough to withstand wear & tear of heavy products like auto parts, hardware, and equipment

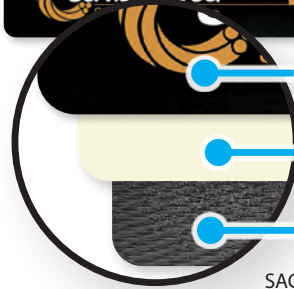


Image reverse printed directly to plastic surface.

Our EXCLUSIVE Supported Adhesion Coating (SAC) is a polymer film fused to the open cell natural rubber backing.

SAC is the exclusive extra component that makes Super Duty the industry's most durable counter mat.



SuperDuty Options

Imprint: 4-Color Process Offset Lithography on plastic

Surface: Vynex® durable textured matte or Krystex® gloss finish

Base: Super Duty SAC open cell natural rubber with our exclusive **Supported Adhesion Coating (SAC)**

Minimum: 25 pieces (2–24 pieces QUR), 250 Krystex®

Lead Time:

7-Day Production: PDF for reference only

8-Day Production: After PDF approval

Reorder 7-Day: PDF for reference only

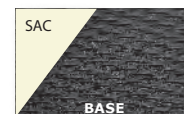
Rush Services: 2-Day*, 3-Day*, 4-Day*

*Call for availability

Current Pricing: CounterPointPromo.com/sdp

Art Specs & General Info: Page 16-17

Sizes	9" x 11"	10" x 15"	11" x 17"	12" x 18"	13" x 19"	14" x 19"	16" x 20"	17" x 26"	19½" x 28"
Vynex®									
1/16" 1.5mm	N6911	N61	N61117	N612	N61319	N61419	N61620	N61726	N61952
1/8" 3mm	N8911	N81	N81117	N812	N81319	N81419	N81620	N81726	N81952
3/16" 4.5mm	N4911	N41	N41117	N412	N41319	N41419	N41620	N41726	N41952
Krystex®									
1/16" 1.5mm	K6911	K61	K61117	K612	K61319	K61419	K61620	K61726	K61952
1/8" 3mm	K8911	K81	K81117	K812	K81319	K81419	K81620	K81726	K81952
3/16" 4.5mm	K4911	K41	K41117	K412	K41319	K41419	K41620	K41726	K41952



CounterPoint

OUR PREMIUM LATEX-FREE COUNTER MAT

DuraTec®

Durability, economy, and freight savings make this exclusive mat a popular long-term option.

- ✓ Durability that beats **HeavyDuty** and rivals **SuperDuty**
- ✓ Light weight – reduces shipping cost
- ✓ ODORLESS & Latex-Free
- ✓ Great for education and health care promotions

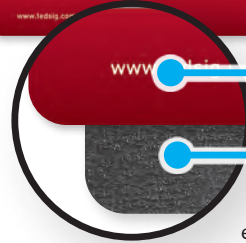


Image reverse printed directly to plastic surface.

DuraTec® – a latex-free synthetic rubber backing that is lightweight & durable with excellent non-skid properties.



DuraTec® Options

Imprint: 4-Color Process Offset Lithography on plastic

Surface: Vynex® durable textured matte or Krystex® gloss finish

Base: DuraTec® durable, odorless, latex-free synthetic rubber

Minimum: 25 pieces (2–24 pieces QUR), 250 Krystex®

Lead Time:

7-Day Production: PDF for reference only

8-Day Production: After PDF approval

Reorder 7-Day: PDF for reference only

Rush Services: 2-Day*, 3-Day*, 4-Day*

*Call for availability

Current Pricing: CounterPointPromo.com/dtpx

Art Specs & General Info: Page 16-17	9" x 11"	10" x 15"	11" x 17"	12" x 18"	13" x 19"	14" x 19"	16" x 20"	17" x 26"	19½" x 28"
Vynex®									
1/16" 1.5mm	ND911	ND1	ND1117	ND12	ND1319	ND1419	ND1620	ND1726	ND1952
1/8" 3mm	NH911	NH1	NH1117	NH12	NH1319	NH1419	NH1620	NH1726	NH1952
Krystex®									
1/16" 1.5mm	KD911	KD1	KD1117	KD12	KD1319	KD1419	KD1620	KD1726	KD1952
1/8" 3mm	KH911	KH1	KH1117	KH12	KH1319	KH1419	KH1620	KH1726	KH1952

1/16"
1.5mm

1/8"
3mm



OUR ECONOMY RUBBER BACKED COUNTER MAT

HeavyDuty

Economy rubber base and rugged surfaces create a popular general purpose option.

- ✓ Lower cost, less durable alternative to **SuperDuty**
- ✓ Medium to long term use



Image reverse printed directly to plastic surface.

Heavy Duty open cell natural rubber backing.



Heavy Duty Options

Imprint: 4-Color Process Offset Lithography on plastic

Surface: Vynex® durable textured matte or Krystex® gloss finish

Base: Heavy Duty open cell natural rubber

Minimum: 25 pieces (2–24 pieces QUR), 250 Krystex®

Lead Time:

7-Day Production: PDF for reference only

8-Day Production: After PDF approval

Reorder 7-Day: PDF for reference only

Rush Services: 2-Day*, 3-Day*, 4-Day*

*Call for availability

Current Pricing: CounterPointPromo.com/hdpx

Art Specs & General Info: Page 16-17

Sizes	9" x 11"	10" x 15"	11" x 17"	12" x 18"	13" x 19"	14" x 19"	16" x 20"	17" x 26"	19½" x 28"
Vynex®									
1/16" 1.5mm	NT911	NT1	NT1117	NT12	NT1319	NT1419	NT1620	NT1726	NT1952
1/8" 3mm	NG911	NG1	NG1117	NG12	NG1319	NG1419	NG1620	NG1726	NG1952
Krystex®									
1/16" 1.5mm	KT911	KT1	KT1117	KT12	KT1319	KT1419	KT1620	KT1726	KT1952
1/8" 3mm	KG911	KG1	KG1117	KG12	KG1319	KG1419	KG1620	KG1726	KG1952



OUR SOFT BUT TOUGH FABRIC COUNTER MAT

Origin'L Fabric® Antimicrobial

Antimicrobial fabric surface and cushioned rubber base protects items placed on the mat as well as the countertop.

- ✓ Cushioned display surface – ideal for glass countertops
- ✓ Great for sensitive products like eyeglasses, guns, and jewelry
- ✓ Great for game boards & play mats
- ✓ Rolls up for easy transportation and storage



Image dyed permanently into the mat – won't crack or peel.

Heavy Duty natural open cell rubber.



Antimicrobial additive helps prevent microbe growth on the mat's surface.



Art Specs & General Info: Page 16-17

Origin'L Fabric® Options

Imprint: 4-Color Process Dye Sublimation

Surface: Antimicrobial Origin'L Fabric

Base: Heavy duty open cell natural rubber fused to the polyester fabric surface

Minimum: 25 (2–24 pieces QUR)

Lead Time:

7-Day Production: PDF for reference only

8-Day Production: After PDF approval

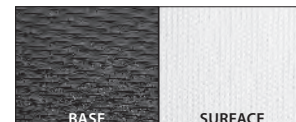
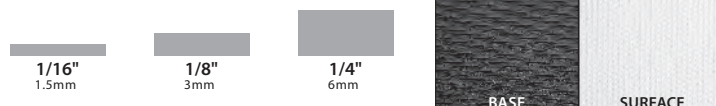
Reorder 7-Day: PDF for reference only

Rush Services: 2-Day*, 3-Day*, 4-Day*

*Call for availability

Current Pricing: CounterPointPromo.com/fapx

Sizes	9" x 11"	10" x 15"	11" x 17"	12" x 18"	13" x 19"	14" x 19"	16" x 20"	17" x 26"	19½" x 28"
	Origin'L Fabric® Antimicrobial								
1/16" 1.5mm	BT911	BT1	BT117	BT12	BT1319	BT1419	BT1620	BT1726	BT1952
1/8" 3mm	BG911	BG1	BG117	BG12	BG1319	BG1419	BG1620	BG1726	BG1952
1/4" 6mm	BB911	BB1	BB117	BB12	BB1319	BB1419	BB1620	BB1726	BB1952



OUR RECYCLED RUBBER COUNTER MAT



Durable & Eco-friendly – built on 100% post-consumer recycled tire rubber saved from landfills.

- ✓ Great for auto/trucking promotions
- ✓ Ask about adding the Recycle or ReTreads® logo
- ✓ A great **GREEN** option



Image reverse printed directly to plastic surface.

ReTreads® uses 100% post-consumer recycled tires saved from landfills.



ReTreads® Options

Art Specs & General Info: Page 16-17

Imprint: 4-Color Process Offset Lithography on plastic

Surface: Vynex® durable textured matte or Krystex® gloss finish

Base: ReTreads® 100% post-consumer recycled tire rubber saved from landfills

Minimum: 25 pieces (2–24 pieces QUR), 250 Krystex®

Lead Time:

7-Day Production: PDF for reference only

8-Day Production: After PDF approval

Reorder 7-Day: PDF for reference only

Rush Services: 2-Day*, 3-Day*, 4-Day*

*Call for availability

Current Pricing: CounterPointPromo.com/rtpx

Size	9" x 11"	10" x 15"	11" x 17"	12" x 18"	13" x 19"	14" x 19"	16" x 20"	17" x 26"	19½" x 28"
3/32" 2mm	Vynex®								
	NY911	NY1	NY1117	NY12	NY1319	NY1419	NY1620	NY1726	NY1952
	Krystex®								
	KY911	KY1	KY1117	KY12	KY1319	KY1419	KY1620	KY1726	KY1952



OUR ULTRA-THIN COUNTER MAT

BARELY THERE™

Thinner than a dime, and worth every cent! These ultra-thin mats have a low-profile presence but deliver high-profile impact!

- ✓ Non-slip backing keeps promotion in place without adhesive
- ✓ Lightweight – reduces shipping cost
- ✓ Very durable for applications that do not require a foam cushion



Image reverse printed directly to plastic surface.
Barely There™ latex-free, ultra-thin non-slip base.



Barely There™ Options

Imprint: 4-Color Process Offset Lithography on plastic

Surface: Vynex® durable textured matte or Krystex® gloss finish

Base: Barely There™ ultra-thin, latex-free, non-slip polymer. Barely half the thickness of a dime

Minimum: 25 pieces (2–24 pieces QUR), 250 Krystex®

Lead Time:

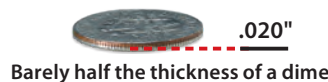
7-Day Production: PDF for reference only
8-Day Production: After PDF approval
Reorder 7-Day: PDF for reference only

Rush Services: 2-Day*, 3-Day*, 4-Day*
*Call for availability

Current Pricing: CounterPointPromo.com/btpx

Art Specs & General Info: Page 16-17

Sizes	9" x 11"	10" x 15"	11" x 17"	12" x 18"	13" x 19"	14" x 19"	16" x 20"	17" x 26"	19½" x 28"
.020"	Vynex®								
	NR911	NR1	NR1117	NR12	NR1319	NR1419	NR1620	NR1726	NR1952
.020"	Krystex®								
	KR911	KR1	KR1117	KR12	KR1319	KR1419	KR1620	KR1726	KR1952



OUR ADHESIVE BACKED COUNTER MAT

Peel&Place®

Low-profile – virtually flush with the counter top – kept in place with our special lo-tac repositionable adhesive.

- ✓ Lightweight – reduces shipping cost
- ✓ Very durable for applications that do not require a foam cushion
- ✓ Also use as signs, window stickers, durable labels, and more

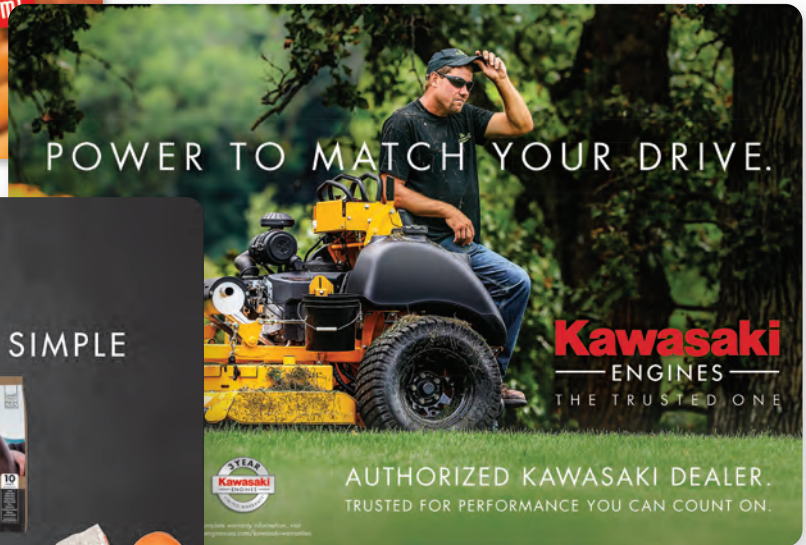


Image reverse printed directly to plastic surface.

Peel&Place® latex-free, ultra-thin base with a thick lo-tac repositionable adhesive.



Peel&Place® Options

Imprint: 4-Color Process Offset Lithography on plastic

Surface: Vynex® durable textured matte or Krystex® gloss finish

Base: Peel&Place® lo-tac, latex-free, repositionable adhesive

Minimum: 25 pieces (2–24 pieces QUR), 250 Krystex®

Lead Time:

7-Day Production: PDF for reference only

8-Day Production: After PDF approval

Reorder 7-Day: PDF for reference only

Rush Services: 2-Day*, 3-Day*, 4-Day*

*Call for availability

Current Pricing: CounterPointPromo.com/pppx

Sizes 9" x 11" | 10" x 15" | 11" x 17" | 12" x 18" | 13" x 19" | 14" x 19" | 16" x 20" | 17" x 26" | 19½" x 28" Art Specs & General Info: Page 16-17

		Vynex®								
		NP911	NP1	NP1117	NP12	NP1319	NP1419	NP1620	NP1726	NP1952
.015"	}	Krystex®								
		KP911	KP1	KP1117	KP12	KP1319	KP1419	KP1620	KP1726	KP1952



.015"





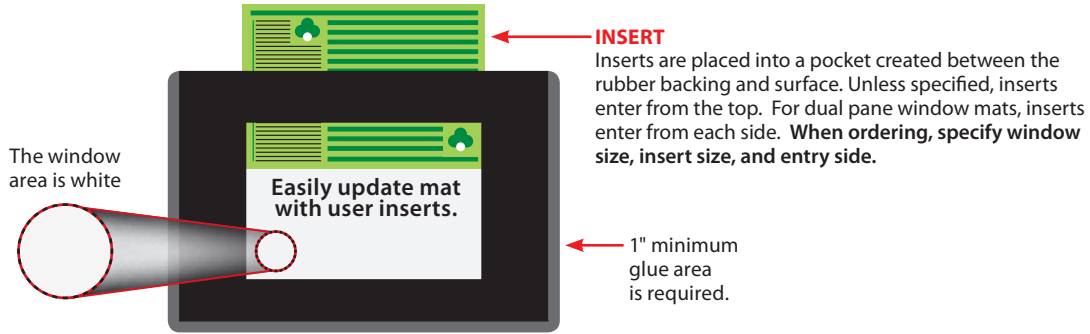
Easily update your promotion by simply changing an insert, keeping your content current and extending the life of the counter mat.

- ✓ Permanent message on the outside and interchangeable message on the inside
- ✓ Great for location-specific information and frequently changing pricing, menus, or promotions
- ✓ Easily build custom windows into the art
- ✓ Non-magnetic

Change window content anytime.



OUR INTERCHANGEABLE CONTENT COUNTER MAT



Change window content anytime!

Frame-It FLEX® Options

Art Specs & General Info: Page 16-17

Imprint: 4-Color Process Offset Lithography on plastic

Surface: Vynex® durable textured matte finish

Base: Super Duty SAC open cell natural rubber with our exclusive **Supported Adhesion Coating (SAC)**

Base: DuraTec® durable, odorless, latex-free synthetic rubber

Base: Barely There™ ultra-thin, latex-free, non-slip polymer. Barely half the thickness of a dime

Base: Peel&Place® lo-tac, latex-free, repositionable adhesive

Minimum: 100

Lead Time:

9-Day Production: PDF for reference only

10-Day Production: After PDF approval

Reorder 9-Day: PDF for reference only

Rush Services: 3-Day*, 4-Day*, 5-Day*

*Call for availability

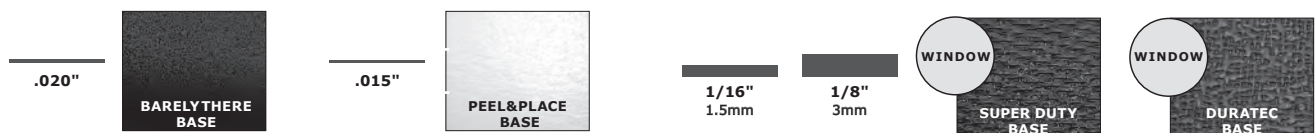
Current Super Duty Pricing: CounterPointPromo.com/xspx

Current DuraTec® Pricing: CounterPointPromo.com/xdpx

Current BarelyThere® Pricing: CounterPointPromo.com/xbpx

Current Peel&Place® Pricing: CounterPointPromo.com/xppx

Sizes	9" x 11"	10" x 15"	11" x 17"	12" x 18"	13" x 19"	14" x 19"	16" x 20"	17" x 26"
Super Duty								
1/16" 1.5mm	FF6911	FF61	FF6111	FF612	FF6139	FF6149	FF6160	FF6172
1/8" 3mm	FF8911	FF81	FF8111	FF812	FF8139	FF8149	FF8160	FF8172
DuraTec®								
1/16" 1.5mm	FFD911	FFD1	FFD111	FFD12	FFD139	FFD149	FFD160	FFD172
1/8" 3mm	FFH911	FFH1	FFH111	FFH12	FFH139	FFH149	FFH160	FFH172
Barely There®								
.020"	FFR911	FFR1	FFR111	FFR12	FFR139	FFR149	FFR160	FFR172
Peel & Place®								
.015"	FFP911	FFP1	FFP111	FFP12	FFP139	FFP149	FFP160	FFP172
WINDOW	5¼" x 8¼"	5¼" x 8¼"	8¼" x 10¾" 8¼" x 13¾"	8¼" x 10¾" 8¼" x 13¾"	8¼" x 13¾" 10¾" x 16¾"	8¼" x 13¾" 10¾" x 16¾"	10¾" x 16¾"	10¾" x 16¾"
INSERT	5½" x 8½"	5½" x 8½"	8½" x 11" 8½" x 14"	8½" x 11" 8½" x 14"	8½" x 11" 11" x 17"	8½" x 14" 11" x 17"	11" x 17"	11" x 17"
MAX WIN	7" x 9"	8" x 13"	9" x 15"	10" x 16"	12" x 17"	12" x 17"	14" x 18"	15" x 24"



PRODUCT SAFETY

✓CPSIA ✓ Prop 65

Our products are tested by Bureau Veritas to ensure they conform to applicable CPSIA and Prop 65 safety standards. All of our products passed the applicable tests. Unless the counter mat is specifically targeted for children, a CPSIA Certificate of Conformity is not usually required. View our Certificate of Conformity in the Product Safety section of our website at CounterPointPromo.com/safety.

FREE PDF "PAPER" PROOF



- ✓ Full color PDF to confirm the art received and used is correct
- ✓ FREE – Emailed with every order & reorder
- ✓ Sent within 24 hours of receipt of PO and usable art

When the FREE PDF "Paper" Proof is sent for "reference ONLY", it means production will begin without waiting for PDF proof approval. This PDF is not an accurate color proof – use for design reference only.

STANDARD LEAD TIME

Production begins the business day following receipt of PO and approved, usable art. Art that is not usable requires additional lead time. Production lead times are based on orders up to 2,500 pieces. For larger quantities, call for production times.

Packaging requires additional production time determined by the type of packaging required.

Order with Production Proof: Production time following proof approval is 8 days, 10 days for Frame-It® FLEX. Rush options may be available – see below

Traditional Mats	FREE PDF Proof
7-Days	For Reference Only
8-Days	Approval Required
Reorder 7-Days	For Reference Only
Frame-It® FLEX	FREE PDF Proof
9-Days	For Reference Only
10-Days	Approval Required
Reorder 9-Days	For Reference Only

RUSH SERVICES

Based on 2,500 piece order. See product options for rush service availability.

2-DAY	3-DAY	4-DAY	5-DAY	6-DAY
Process Only \$100/v	\$62.50/v	\$50/v	\$37.50/v	\$25/v

Contact us for order verification. All order details, including PO, art which is usable without modification or change, shipping instructions, and payment arrangements must be received by Noon Pacific Standard Time. Art must conform to our Art Check List (see Inside Back Cover).

FREE PDF "Paper" Proof sent for reference ONLY. Add one day or \$50/v for PDF approval if required. Quantities over 2,500 may incur additional charges – call for details.

Rush charges cover any special handling, overtime, and other factors necessary to meet a rush schedule. Order changes made after an order is submitted will affect delivery dates and rush charges may be incurred to maintain scheduled ship date.

PRODUCTION SPECS

Standard Production Time: Production begins the business day following receipt of PO and approved, output-ready art. Art that is not output-ready requires additional lead time. Standard lead times are based on orders up to 2,500 pieces. For larger quantities, call for production times.

7-DAY: PDF proof for reference only

8-DAY: PDF proof approval required

Reorder 7-DAY: PDF proof for reference only

Frame-It® FLEX: Add two days to above lead times

Custom Dies: Add three days to above lead times

Packaging: Production time determined by the type of packaging required

Order with Production Proof: Production time following proof approval is 8 days, 10 days for Frame-It® FLEX. Rush options are available.

Rush Orders: Contact us for order verification. All order details, including PO, art which is usable without modification or change, shipping instructions, and payment arrangements must be received by **Noon Pacific Standard Time**. Art must conform to our Art Check List (see Inside Back Cover) and must be usable without modification or change. Your order will not ship as requested if unusable art is submitted. See product options for rush service availability - based on 2,500 piece order. **FREE PDF "Paper" Proof sent for reference ONLY.** Add one day or \$50/v for PDF approval if required. Quantities over 2,500 may incur additional charges.

2-Day Production: \$100.00/v, Process Color Only

3-Day Production: \$62.50/v

4-Day Production: \$50.00/v

5-Day Production: \$37.50/v

6-Day Production: \$25.00/v

See product options for rush service availability.

Rush charges cover any special handling, overtime and other factors necessary to meet a rush schedule. Order changes made after an order is submitted will affect delivery dates and rush charges may be incurred to maintain scheduled ship date. Additional rush charges, when required, are \$50/v (minimum) per day rushed.

Pricing: All prices include up to a 4-Color print but exclude a set-up fee. All prices are subject to change without notice. To ensure you have the best possible price, contact your Product Specialist for an aggressive BottomLine™ quote.

Terms: Standard credit terms are Net 30 upon approved credit. A signed credit application is required. Terms for credit card payments are Net 10. Late payments will incur a 1½% per month late fee. Prepayment of initial order may be required.

Marketing: It is our practice to use overruns for samples and product images in our advertising. If this is not acceptable, please indicate this to us in writing.

Co-Op Programs: Co-op programs are happily considered. Contact your Product Specialist with details and CounterPoint® will develop a program to fit your needs.

Cancelled Orders: If an order is cancelled, you are responsible for charges incurred up to the point of cancellation. **Important Note:** Lead times and rush charges are based upon the receipt of final art approval and complete order instructions – not when an order is submitted. Art that is not usable usually requires additional lead time. Always allow time to acquire art and proof approval. Packaging or custom die requirements may also increase lead time.

Returns: Authorization is required prior to return of product. Unauthorized returns will not be accepted. No credit will be issued for product that cannot be returned.

Box Weights: Box weights may vary depending on the actual raw materials used. Some variation is normal and expected.

Custom Dies: Die/handling charge is usually \$250/v, but may be more depending on the size and complexity of the pattern. All dies created by us remain factory property.

Multiple Destination Charge: The first two drop shipments are free. The charge for each additional location depends on the quantity per location. If each location is shipped in full-case multiples, the charge is \$12.50/v per location. If each location is shipped the same non-standard case pack quantity, the charge is \$18.75/v. If the quantity per location is different and requires non-standard case packs,

the cost per location is \$37.50/v. There will be an additional set-up charge of \$31.25/v and additional lead time will be added to your order. Drop ship lists must be submitted in our Excel spreadsheet. Any instructions not present at the time of quoting may alter pricing when the actual instructions are received. Fulfillment charges are not included in the Multiple Destination charges. If a fulfillment quote is needed, please provide requirements.

Packaging: Standard CounterPoint® packaging is in bulk. Special poly bagging with a standard 2 mil. poly bag is \$.438/v per piece. Shrink wrapping is available at \$.438/v per piece. To include a supplied insert or label with the product, please add \$.125/v. Labelling boxes is \$25/v plus \$1.25/v per box. CounterPoint® will quote most types of standard packaging including shrink wrap and custom retail packaging. Packaging will increase required lead time. Projects requiring non-standard case-packs will incur additional charges.

Minimum Order: See product pages for minimum order quantities.

Shortages & Overages: All orders are subject to 5% over or under run. Exact quantities incur a 10% surcharge.

Job Changes: Job change orders that occur once a project is in our system may incur additional or duplicate charges as applicable. Changes may also affect scheduled delivery dates. To avoid additional charges or delays, nail down all loose ends prior to job submission.

Shipping: F.O.B. Nevada. In accordance with the shipping terms of F.O.B., the responsibility of an order transfers to the customer when the order is shipped. Claims for shipping damage MUST be made by the customer when the shipment arrives. CounterPoint® accepts no responsibility or liability for carrier-caused delivery delays, problems, or product damages.



Important Note: Lead times and rush charges are based upon the receipt of final art approval and complete order instructions – not when an order is submitted. Art that is not usable usually requires additional lead time. Always allow time to acquire art and proof approval. Packaging or custom die requirements may also increase lead time.



GENERAL ART SPECS

The following, in conjunction with the "Art Check List" (Inside Back Cover), outlines the production specifications for the successful completion of your project.

Art Specifications: Art must be usable digital files and should conform to the art specifications found in our "Art Check List" on the Inside Back Cover. Changes made after production begins will incur additional charges.

Color Target: Send samples of printing or items to match for color when your order is placed. We can't match your target if we can't see it!

Art Services: Any time art must be created or modified, art services will be billed at \$75/v per hour.

FREE PDF "PAPER" Proof: When the FREE PDF "Paper" Proof is sent for "reference ONLY", it means production will begin without waiting for PDF proof approval. This PDF is not an accurate color proof – use for design reference only.

Production Proof: \$300/v. Production proofs are recommended whenever color matching is critical and may be required on larger orders.

Registration: Please allow $\pm 1/16$ " registration variance of the print to the product perimeter.

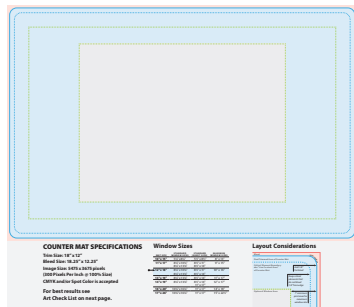
Email & FTP: Submit files smaller than 3Mb via email to your Product Specialist. Submit files up to 80Mb via the ftp upload utility at CounterPointPromo.com/upload. Remember to also send a printed sample of what you expect the art to look like. See our Art Check List (next page) for details on art submission.

Borders: When art includes a border or other art element that runs parallel to the counter mat's edges, the naked eye can distinguish slight variations in print positioning. For this reason, we do not recommend the use of a border because the nature of manufacturing limits registration capabilities to $\pm 1/16$ ".

Offset Lithography: All images submitted for hard surface counter mats are printed as submitted. Image resolution should be set at 300ppi. Remember that effective image resolution is decreased when an image is enlarged in a layout program; so, images should be 300ppi at 100% size in the final document.

While standard offset reproduces color and detail very well, the product surface can sometimes alter the color and appearance of the printed image. When color is critical, we always recommend a production proof. Fonts and type elements smaller than 8 point may not be readable.

PMS/Spot Colors: All PMS/Spot colors will be converted to 4-Color Process. When referencing a PMS color in a process color print, refer to a Pantone® COLOR BRIDGE® to see how the color translates when converted to CMYK. Most colors change when converted to CMYK.



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

This heat activated ink transfer process produces a 100% to 400% dot gain, which impacts all reversed or "knocked out" art. When reversed elements are too small, the dot gain may fill in the reversed area or eliminate it completely. For this reason, we recommend all reversed type be set to bold. Serif fonts such as Times should be set at 18 point or greater and sans serif fonts like Helvetica should be set at 12 point or greater. All reversed lines should be 1.5 points or greater. Image resolution should be 300ppi. The sublimation process is designed to produce a "pleasing" representation – **not an exact match** – of the original.

During the sublimation printing process, a color target is used as a reference only. Color variation from a color target is normal and expected. When color is critical, we recommend a production proof.

Special Inks – Sublimation: All sublimation prints are created using 4-Color Process and 4-Color Process conversions for spot colors. Within the limits of sublimation, precise matching of PMS colors is not always possible. Metallic and fluorescent colors are not available. When color matching is critical, always order a production proof.

Original Size: All counter mats are initially cut to ordered size. However, since the fabric counter mats have a natural rubber base and the sublimation process uses high heat and pressure, the dimensions of the final product may vary from ordered size. This shrinkage and/or growth is a normal and expected effect of the sublimation process.

Color Conversion: Colors should be defined as either spot or CMYK (4-Color Process). All spot colors will be matched to the Pantone® COATED color guide. Converting spot or RGB colors to CMYK will change the appearance of the color, sometimes dramatically.

Copyrights & Confidentiality: Customers warrant that all images supplied for reproduction, whether digital, conventional or otherwise, are unencumbered by copyright and other usage rights connected to the image(s) and agree to hold harmless and indemnify CounterPoint® for all claims and expenses for any actions in law that may result from the use of these images. In regards to confidentiality, given the nature of our production processes and our waste streams we cannot guarantee there won't be a breach with 100% assurance. As a result, we have decided not to accept projects where a breach in confidentiality will have material or significant impact on anyone associated with the project.

Separations, Files, Plates, & Dies: All separations, digital files, plates, and dies created by CounterPoint® remain factory property. Our storage policy is to keep these materials on file for 24 months. After 24 months, reorders are treated as new jobs and require new art and set-ups. Original art is returned on request.

For best results submit your high resolution editable art using one of our templates.

www.counterpointpromo.com/templates

Errors and Omissions: CounterPoint® makes every effort to ensure all information is complete and accurate. If there is inaccurate or incomplete information, we apologize but unconditionally reserve the right to correct any erroneous or missing language and information at any time, including erroneous prices. Further, CounterPoint® cannot and will not be responsible or liable for any damages, however described, that are caused as a result of said erroneous or missing information. If such an incident should occur, you will be notified of correct information as soon as it is reasonably possible after discovery.

Terms and Conditions: No terms or conditions of purchase orders different from the terms and conditions of seller (CounterPoint®) will become part of any sales agreement, purchase order, or other document unless it is specifically approved in writing. Our terms and conditions are part of our credit application. The credit application is available from your Product Specialist or Customer Service Representative or online at CounterPointPromo.com/downloads/Credit_Application.pdf and must be completed and approved prior to order processing. Whew! Life is too short for this legal jargon but such is the world today!

✓ ART CHECK LIST

A quick test to ensure success! Art and digital files that pass this pre-flight "test" usually flow through our system with ease. These guidelines are also explained in detail at CounterPointPromo.com/production.

1 Layout

- ✓ 1/8" Bleed when art extends off of the mat
- ✓ Critical elements at least 1/4" inside mat's edge

2 Image Resolution

Image resolution MUST be 300ppi or higher. EVERY file used to create the final piece MUST be included and editable. This includes linked or placed files.

- ✓ Save images at 300ppi/dpi, sized to 100%
- ✓ Save images as .psd, .tif, .eps, or .ai files
- ✓ Include editable versions of *all* files

3 Fonts

- ✓ For Sublimation: at least 18pt serif, 12pt sans-serif
- ✓ For Offset and UV Ink Jet: at least 8pt
- ✓ All reversed type set to bold
- ✓ Convert all fonts to outlines/curves
- ✓ Include all Screen & Printer fonts

4 File Formats

- ✓ InDesign® ✓ Hi-Res PDF ✓ Photoshop® ✓ Illustrator®
- Word, Publisher, PowerPoint, and Excel are not acceptable file formats.

5 Art Submission

- ✓ FTP: CounterPointPromo.com/upload (3-80Mb)
- ✓ Email your Product Specialist directly (<3Mb)

6 Color Target / Output Sample

Include a complete, full sized hard copy of the composite art submitted. These may be color or black & white, but must be printed from the final file(s) you provide. Print 4-Color Process targets using calibrated output devices.

- ✓ Calibrated Color Target ✓ Black & White
- ✓ COATED PMS Color Callout

7 Colors – Process & PMS

All PMS/Spot colors will be converted to 4-Color Process. When referencing a PMS color in a process color print, refer to a Pantone® COLOR BRIDGE® coated guide to see how the color translates when converted to CMYK. Most colors change when converted to CMYK.

- ✓ CMYK 4-Color Process

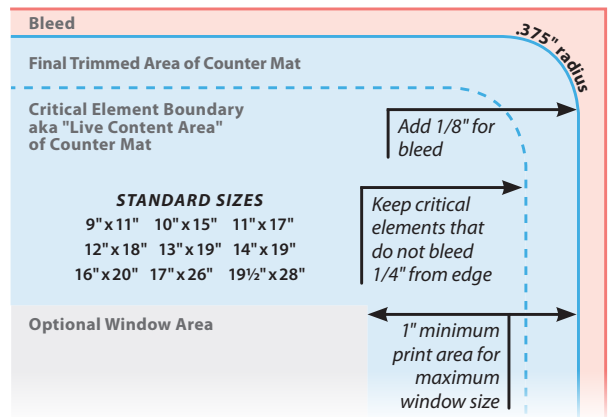
8 Design Tips

- ✓ Avoid small type and other thin elements for fabric counter mats
- ✓ Include all files, including fonts and images
- ✓ Avoid borders, text, and art elements that run close to and parallel to the mat's edge
- ✓ Convert fonts to outlines/curves
- ✓ For a list of standard fonts available for typesetting, visit CounterPointPromo.com/fonts
- ✓ Supply a printed copy of the final layout and color samples or color targets

9 Corner Radius

- ✓ Standard corner radius is 3/8" (.375")
- ✓ Any other corner radius requires a custom die
- ✓ Square corners are NOT recommended

10 Layout Considerations



Counter Top Space is Too Valuable to Waste!

Put This Valuable Space to Work for You – Add Your Message to Our Counter Mats and make your Point at the Point of Sale or Service

CounterPointPromo.com



Look Who's 'POP'ing

These businesses, industries, and service providers 'POP'!
They use Point-Of-Purchase counter mats in their promotional efforts.

AUTOMOTIVE – FINANCIAL SERVICES – APPAREL & FASHION – RETAIL SALES



– PHARMACEUTICAL – BEAUTY & HEALTH – EDUCATION
– CONSUMER ELECTRONICS – HOSPITALITY – TRAVEL
– MANUFACTURING – REAL ESTATE
– TRANSPORTATION – GOVERNMENT



ENTERTAINMENT – FOOD & BEVERAGE – INDUSTRIAL SUPPLY

COMMUNICATION – FURNISHINGS – LEGAL SERVICES – AIRLINE

MOTION PICTURE – DRY CLEANING – PROMOTIONAL PRODUCT



FOOD SERVICE – CONSTRUCTION – RENTAL CAR – SPORTS – TELEVISION – RADIO

OFFICE SUPPLY – SPORTING GOODS – INSURANCE – AUTO PARTS

MEDICAL – PET SUPPLIES – PUBLISHING – SERVICE – RECREATION

GAMING – GROCERY – CREDIT CARD – FURNITURE – FAST FOOD



ADVERTISING – GOLF – RENTAL CAR – EQUIPMENT SUPPLY – TOYS

AUTO SALES & SERVICE – SAFETY – BANKING – SNACK FOOD – FLORAL

BOATING – SOFT DRINK – CONVENIENCE STORE – DELIVERY – JEWELRY

FITNESS – NEWSPAPER – COSMETICS –



TOURISM – DENTAL – COMPUTER & SOFTWARE – SIGNS –

EQUIPMENT RENTAL – JEWELRY – LAWN & GARDEN –

VETERINARY – ELECTRICAL SUPPLY –

INVESTMENT – PRINTING – FREIGHT –



ANY COMPANY THAT WANTS TO MAKE THEIR POINT AT
THE POINT-OF-PURCHASE OR POINT-OF-SERVICE

Make Your Point at the Point-Of-Purchase or Service



with
CounterPoint
Durable Counter Mats