UPIC/DOYOUPOP • PPAI/227346 • ASI/49716 • SAGE/66138 •

UPIC/DOYOUPOP • ASI/46767 • SAGE/66138 • PPAI/227346

CounterPoint®

Durable Counter Mats

Manufactured in the USA with US & Global Materials

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 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 40 years of manufacturing experience
- ✔ Award winning print quality
- ✔ Manufactured in the USA

MANUFACTURED IN THE USA with US & Global Materials

INTRODUCING

Stitched Edge FABRIC MATS

Our new Stitched Edge fabric mat expands the mat's use beyond counter mats into exciting new markets like Trading Card Game (TCG) mats, eSports game mats, and desk mats that pad both the keyboard and the mouse.

Image dye-sublimated permanently into the mat and the stitched edge.

Standard Sizes - 3mm thick

9"x11"	14"x24"	15.75"x17.72"	15.75"x35.43"

CounterPoint®

Durable Counter Mats

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Current Pricing .....CounterPointPromo.com

BEST SELLERS

DESCRIPTION	SIZE	CODE
Frame-It *FLEX*® Window	16"x20"x1/8"	FFG160
Peel&Place® Ultra-Thin	10"x15"x.015"	NP1
Origin'L Fabric®	11"x17"x1/8"	BG117

Best selling standard sizes for each product category shown above.

DuraTec® – Page 5

Origin'L® Fabric – Page 7

Peel&Place – Page 11

Frame-It® Window – Page 12

Manufactured in the USA with US & Global Materials

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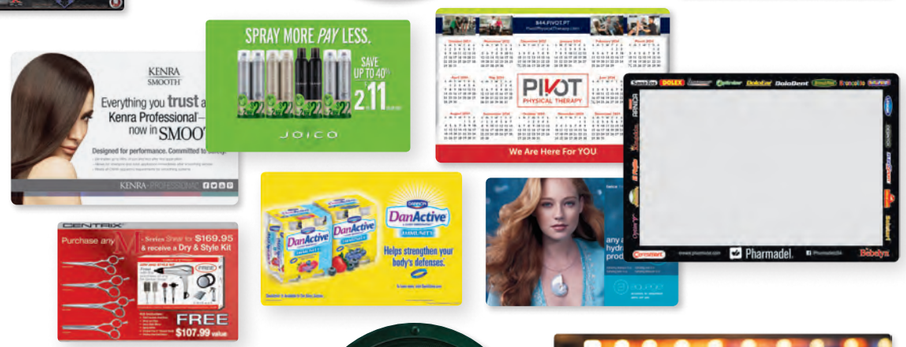
LOOK WHO'S USING COUNTER MATS

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

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

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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

Manufactured in the USA with US & Global Materials

CounterPoint

COUNTER MAT OPTIONS

PROTECTIVE SURFACES

Vynex®
A durable, textured, matte finish
and our **most popular** surface

Origin'L Fabric®
Soft fabric
with Heavy Duty Base

BASE MATERIALS

Heavy Duty
A durable natural
open-cell rubber base.
1/16" & 1/8" Thick

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

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

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

THICKNESSES

Actual material thickness may vary slightly.

.015"	.020"	~1/16"	~1/8"	~1/4"
		1.5mm (.059")	3mm (.118")	FABRIC ONLY 5mm (.197")

STANDARD SIZES

- 9" x 11"
- 10" x 15"
- 11" x 17"
- 12" x 18"
- 13" x 19"
- 14" x 19"
- 14" x 24" — Now available for Vynex® surface mats
- 15" x 36" — Now available for Vynex® surface mats
- 16" x 18" NEW!
- 16" x 20"
- 16" x 35" — Now available for Vynex® surface mats
- 17" x 26"
- 20" x 28"
- 24" x 36" NEW!

NEW! STITCHED EDGE SIZES

- 9" x 11"
- 14" x 24"
- 15.75" x 17.72"
- 15.75" x 35.43"

See Page 8 for more information

OUR PREMIUM LATEX-FREE COUNTER MAT

DuraTec®

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

- ✔Our top-performing counter mat
- ✔Light weight – reduces shipping cost
- ✔ODORLESS & Latex-Free
- ✔Great for education and health care promotions
- ✔Made in USA with US Materials

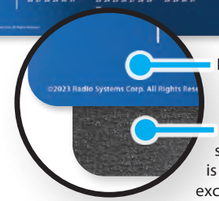


Image reverse printed directly to plastic surface.

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

DuraTec® Options

Art Specs & General Info: Page 16-17

Imprint: 4-Color Process Offset Lithography on plastic

Surface: Vynex® durable textured matte finish

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

Minimum: 25 pieces (2–24 pieces QUR)

Lead Time:
5-Day Production: PDF for reference only
6-Day Production: After PDF approval
Reorder 5-Day: PDF for reference only

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

Current Pricing: CounterPointPromo.com/dtpx

1/16" 1.5mm	1/8" 3mm	DURATEC BASE

Sizes	9" x 11"	10" x 15"	11" x 17"	12" x 18"	13" x 19"	14" x 19"	14" x 24"	15" x 36"	16" x 18"	16" x 20"	16" x 35"	17" x 26"	20" x 28"	24" x 36"
	Vynex®													
1/16" 1.5mm	ND911	ND1	ND1117	ND12	ND1319	ND1419	ND1424	ND1536	ND1618	ND1620	ND1635	ND1726	ND2028	ND2436
1/8" 3mm	NH911	NH1	NH1117	NH12	NH1319	NH1419	NH1424	NH1536	NH1618	NH1620	NH1635	NH1726	NH2028	NH2436

OUR PREMIUM, MOST POPULAR COUNTER MAT

HeavyDuty

Durable rubber base and rugged surface creates a popular general purpose mat.

- ✔Popular counter mat for all types of promotions
- ✔Built to withstand the wear & tear of everyday promotions
- ✔Medium to long term use
- ✔Made in USA with US & Global Materials

Art Specs & General Info: Page 16-17

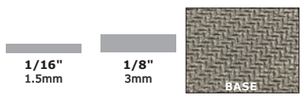
Heavy Duty Options

Imprint: 4-Color Process Offset Lithography on plastic
Surface: Vynex® durable textured matte finish
Base: Heavy Duty open cell natural rubber
Minimum: 25 pieces (2–24 pieces QUR)

Lead Time:
5-Day Production: PDF for reference only
6-Day Production: After PDF approval
Reorder 5-Day: PDF for reference only

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

Current Pricing: CounterPointPromo.com/hdpx



Sizes	9" x 11"	10" x 15"	11" x 17"	12" x 18"	13" x 19"	14" x 19"	14" x 24"	15" x 36"	16" x 18"	16" x 20"	16" x 35"	17" x 26"	20" x 28"	24" x 36"
	Vynex®													
1/16" 1.5mm	NT911	NT1	NT1117	NT12	NT1319	NT1419	NT1424	NT1536	NT1618	NT1620	NT1635	NT1726	NT2028	NT2436
1/8" 3mm	NG911	NG1	NG1117	NG12	NG1319	NG1419	NG1424	NG1536	NG1618	NG1620	NG1635	NG1726	NG2028	NG2436

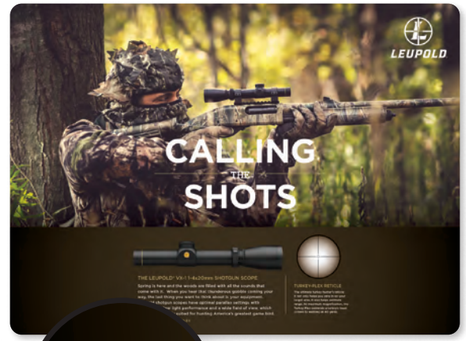
Manufactured in the USA with US & Global Materials
CounterPoint

OUR SOFT BUT TOUGH FABRIC COUNTER MAT

Origin'L Fabric®

A soft 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
- ✔Made in USA with Global Materials



Art Specs & General Info: Page 16-17

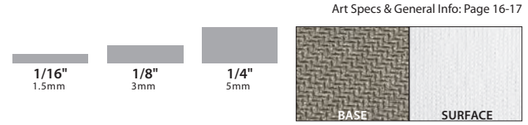
Origin'L Fabric® Options

Imprint: 4-Color Process Dye Sublimation
Surface: Origin'L Fabric®
Base: Heavy duty open cell natural rubber fused to the polyester fabric surface
Minimum: 25 (2–24 pieces QUR)

Lead Time:
5-Day Production: PDF for reference only
6-Day Production: After PDF approval
Reorder 5-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"	14" x 24"	15" x 36"	16" x 18"	16" x 20"	16" x 35"	17" x 26"	20" x 28"	24" x 36"
	Origin'L Fabric®													
1/16" 1.5mm	BT911	BT1	BT117	BT12	BT1319	BT1419	BT1424	BT1536	BT1618	BT1620	BT1635	BT1726	BT2028	BT2436
1/8" 3mm	BG911	BG1	BG117	BG12	BG1319	BG1419	BG1424	BG1536	BG1618	BG1620	BG1635	BG1726	BG2028	BG2436
1/4" 5mm	BB911	BB1	BB117	BB12	BB1319	BB1419	BB1424	BB1536	BB1618	BB1620	BB1635	BB1726	BB2028	BB2436

Manufactured in the USA with US & Global Materials
CounterPoint

Origin'L Fabric® Stitched Edge

Our NEW Stitched Edge adds a level of sophistication & refinement to our tried-and-true Origin'L Fabric® counter mats. The finished edge expands the mat's use beyond counter mats into exciting new markets like Game and Desk mats.

- ✔Fabric surface with stitched edge finish
- ✔Rolls up for easy transportation and storage
- ✔Brilliant image dyed permanently into the mat – won't crack or peel
- ✔Printed in the USA
- ✔Made in USA with Global Materials

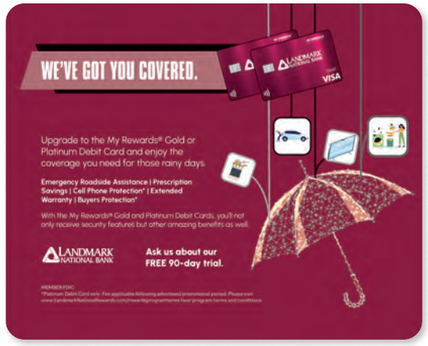


Image dyed-sublimated permanently into the mat and the stitched edge.

Heavy Duty natural open cell rubber.

Origin'L Fabric® Options

Art Specs & General Info: Page 16-17

Imprint: 4-Color Process Dye Sublimation

Surface: Origin'L Fabric®

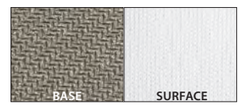
Base: Heavy duty open cell natural rubber fused to the polyester fabric surface

Minimum: 25 (2–24 pieces QUR)

Lead Time:
5-Day Production: PDF for reference only
6-Day Production: After PDF approval
Reorder 5-Day: PDF for reference only

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

Current Pricing:
CounterPointPromo.com/fase



Sizes	9" x 11"	14" x 24"	15.75" x 17.72"	15.75" x 35.43"
	Origin'L Fabric® Stitched Edge			
1/8" 3mm	SG911	SG1424	SG1618	SG1635

Manufactured in the USA with US & Global Materials

CounterPoint

Origin'L Fabric® Game Mats

Our NEW Game Mats are perfect for Trading Card Games (TCG), eSports, and computer games.

- ✔Easier handling of cards & game pieces
- ✔Muffles dice sounds and bounce
- ✔Rolls up for easy transportation and storage
- ✔Stitched Edge or traditional die-cut finish
- ✔Brilliant image died permanently into the mat
- ✔Printed in the USA
- ✔Made in USA with Global Materials

Trading Card Games (TCG)

eSports Games

Computer Games

Origin'L Fabric® Desk Mats

Our Desk Mats cushion the desk top with room for keyboard and mouse.

- ✔Protects the desk top
- ✔Rolls up for easy transportation and storage
- ✔Stitched Edge or traditional die-cut finish
- ✔Brilliant image died permanently into the mat
- ✔Printed in the USA
- ✔Made in USA with Global Materials

Origin'L Fabric® Options

Art Specs & General Info: Page 16-17

Imprint: 4-Color Process Dye Sublimation

Surface: Origin'L Fabric®

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

Minimum: 25 (2–24 pieces QUR)

Lead Time:
5-Day Production: PDF for reference only
6-Day Production: After PDF approval
Reorder 5-Day: PDF for reference only

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

Current Pricing:
Game: CounterPointPromo.com/gapx **Desk:** CounterPointPromo.com/depx

Sizes	14" x 19"	14" x 24"	15" x 36"	16" x 18"	16" x 20"	16" x 35"	17" x 26"	20" x 28"	24" x 36"
	Origin'L Fabric® Game & Desk								
1/16" 1.5mm	BT1419	BT1424	BT1536	BT1618	BT1620	BT1635	BT1726	BT2028	BT2436
1/8" 3mm	BG1419	BG1424	BG1536	BG1618	BG1620	BG1635	BG1726	BG2028	BG2436
1/4" 5mm	BB1419	BB1424	BB1536	BB1618	BB1620	BB1635	BB1726	BB2028	BB2436

Sizes	14" x 24"	15.75" x 17.72"	15.75" x 35.43"
	Origin'L Fabric® Stitched Edge		
1/8" 3mm	SG1424	SG1618	SG1635

Manufactured in the USA with US & Global Materials

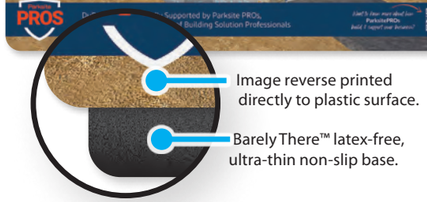
CounterPoint

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
- ✔Made in USA with US Materials



Barely There™ Options

Art Specs & General Info: Page 16-17

Imprint: 4-Color Process Offset Lithography on plastic

Surface: Vynex® durable textured matte finish

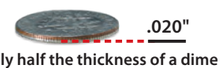
Base: Barely There™ ultra-thin, latex-free, non-slip polymer. Barely half the thickness of a dime

Minimum: 25 pieces (2–24 pieces QUR)

Lead Time:
5-Day Production: PDF for reference only
6-Day Production: After PDF approval
Reorder 5-Day: PDF for reference only

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

Current Pricing: CounterPointPromo.com/btpx



Barely half the thickness of a dime

Sizes	9" x 11"	10" x 15"	11" x 17"	12" x 18"	13" x 19"	14" x 19"	14" x 24"	15" x 36"	16" x 18"	16" x 20"	16" x 35"	17" x 26"	20" x 28"	24" x 36"
	Vynex®													
.020"	NR911	NR1	NR1117	NR12	NR1319	NR1419	NR1424	NR1536	NR1618	NR1620	NR1635	NR1726	NR2028	NR2436

Manufactured in the USA with US & Global Materials

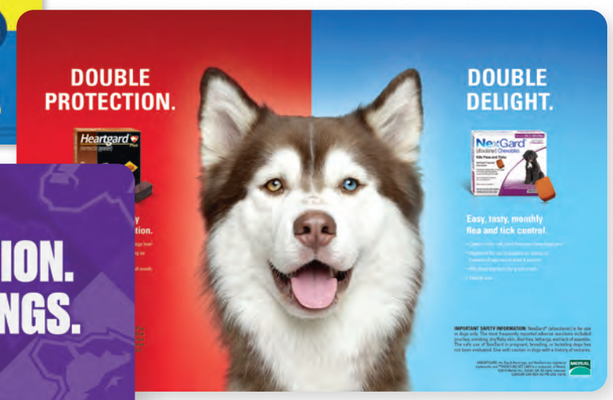
CounterPoint

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
- ✔Made in USA with US Materials



Peel&Place® Options

Art Specs & General Info: Page 16-17

Imprint: 4-Color Process Offset Lithography on plastic

Surface: Vynex® durable textured matte finish

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

Minimum: 25 pieces (2–24 pieces QUR)

Lead Time:
5-Day Production: PDF for reference only
6-Day Production: After PDF approval
Reorder 5-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"	14" x 24"	15" x 36"	16" x 18"	16" x 20"	16" x 35"	17" x 26"	20" x 28"	24" x 36"
	Vynex®													
.015"	NP911	NP1	NP1117	NP12	NP1319	NP1419	NP1424	NP1536	NP1618	NP1620	NP1635	NP1726	NP2028	NP2436

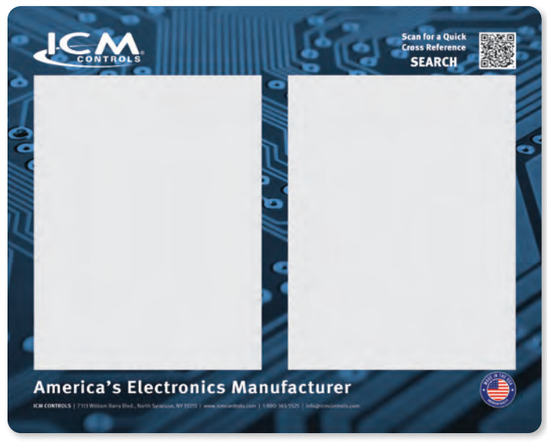
Manufactured in the USA with US & Global Materials

CounterPoint

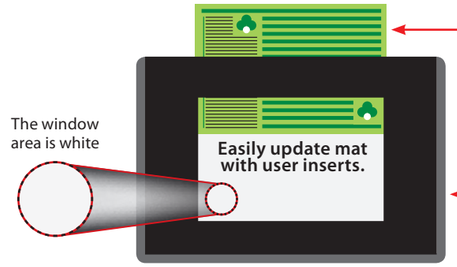
Frame It®

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
- ✔ Made in USA with US & Global Materials



OUR INTERCHANGEABLE CONTENT COUNTER MAT



INSERT
Inserts are placed into a pocket created between the rubber backing and surface. Unless specified, inserts enter from the top. For dual pane window mats, inserts enter from each side. **When ordering, specify window size, insert size, and entry side.**

1" minimum glue area is required.

Change window content anytime!

Frame-It® Options

Art Specs & General Info: Page 16-17

Imprint: 4-Color Process Offset Lithography on plastic

Surface: Vynex® durable textured matte finish

Base: Heavy Duty

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: 25

Lead Time:
6-Day Production: PDF for reference only
7-Day Production: After PDF approval
Reorder 6-Day: PDF for reference only

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

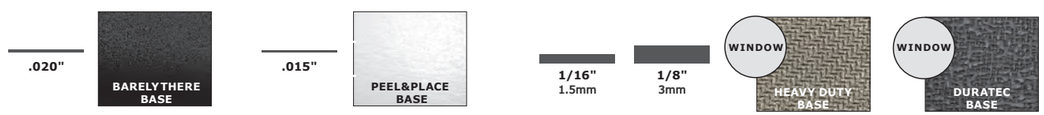
Current Heavy Duty Pricing: CounterPointPromo.com/xhpx

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"
Heavy Duty								
1/16" 1.5mm	FFT911	FFT1	FFT111	FFT12	FFT139	FFT149	FFT160	FFT172
1/8" 3mm	FFG911	FFG1	FFG111	FFG12	FFG139	FFG149	FFG160	FFG172
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 14" 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 22½"



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 6 days, 7 days for Frame-It® FLEX. Rush options may be available – see below

Traditional Mats	FREE PDF Proof
5-Days	For Reference Only
6-Days	Approval Required
Reorder 5-Days	For Reference Only

Frame-It® FLEX	FREE PDF Proof
6-Days	For Reference Only
7-Days	Approval Required
Reorder 6-Days	For Reference Only

RUSH SERVICES

Based on 1,000 piece order. See product options for rush service availability.

2-DAY	3-DAY	4-DAY	5-DAY	6-DAY
$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 Last Page).

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.

5-DAY: PDF proof for reference only

6-DAY: PDF proof approval required

Reorder 5-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 Last Page) 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 1,000 piece order. **FREE PDF "Paper" Proof sent for reference ONLY.** Add one day or $50/v for PDF approval if required. Quantities over 1,000 may incur additional charges.

2-Day Production: $100/v
3-Day Production: $62.50/v
4-Day Production: $50.00/v
5-Day Production: $37.50/v
6-Day Production: $25/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 $300/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. 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" (Last Page), 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 Last Page. 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 ±1/16" registration variance of the print to the product perimeter.

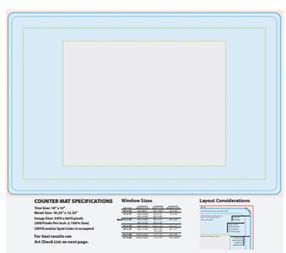
Email & FTP: Submit files smaller than 3Mb via email to your Product Specialist. Submit files up to 80Mb via the ftp upload utility at CounterPointPromo.com/upload. Remember to also send a printed sample of what you expect the art to look like. See our Art Check List (next page) for details on art submission.

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 ±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.

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

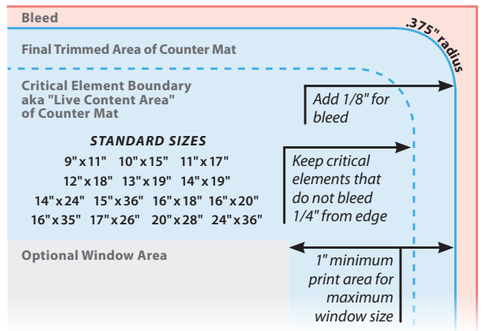
8 Design Tips

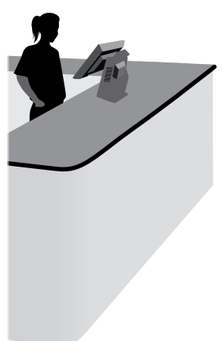
✓Avoid small type and other thin elements for fabric counter mats
✓Include all files, including fonts and images
✓Avoid borders, text, and art elements that run close to and parallel to the mat's edge
✓Convert fonts to outlines/curves
✓For a list of standard fonts available for typesetting, visit CounterPointPromo.com/fonts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

Manufactured in the USA
with US & Global Materials