



(800) 899-0620

PersonalizedDoormats.com

# Rubber Backed Carpeted High Definition Logomat

## SPECIFICATIONS

Rubber Backed Carpeted High Definition Logo Mats are excellent for featuring a custom logo or artwork printed with the latest innovation in dying technology in high-definition.

- Revolutionary, HD digital printing
- Dense carpet allows for fine detail and photographic quality
- Yarn contains 100% recycled content reclaimed from plastic
- Stain resistant
- Features 150 standard color options.
- Easy to clean - vacuum or steam clean.
- No setup fees, no minimums!

### SURFACE

**Fiber:** PET (polyethylene terephthalate) printed/disperse-dyed yarn

**Construction:** Cut pile

**Weight:** 32 ounces/yard<sup>2</sup>

**Substrate:** Freudenberg LUTRADUR polyester spunbond non-woven fabric (3.8 ounces/yard<sup>2</sup>)

### BACKING OPTIONS

**Material:** Rubber (smooth or universal cleated)

**Thickness:** 48-mil (body thickness 48-mil; border thickness 90-mil)

**OVERALL MAT THICKNESS:** 3/8 inch (0.375")

### STANDARDS & TESTING

- Passes DOC-FF1-70 for the surface flammability of carpet
- Passes flammability tests EN ISO 11925-2 (2010) and EN ISO 9239-1 (2010)
- Passes BS 4790 (1987) determination of the flammability of textile floor coverings
- AATCC Stain Resistance Pile Floor Covering: Grade 10, no staining

*Please note, that due to the manufacturing process of Rubber Backed Carpeted High Definition Logomats - shrinkage is expected. Rubber shrinks and expands in conjunction with temperature and time. Tolerable manufacturing size variance is 3-5%.*



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## Design Specifications

Rubber Backed Carpeted High Definition logomats are produced using a layering process of color. Colors are matched to our standard pallet of 150 colors.

Minimum Text Height: 1" for serif fonts and 1/2" for sans serif fonts

Minimum Line Thickness: 1/8" except for white & light colors which should be at least 1/4"

These text requirements are for general use; however, special fonts and very thin letter forms may need to be made larger or thicker and will be approached on a case-by-case basis.

Light background colors should be avoided due to their tendency to show dirt on the mat more than a darker or neutral tone.

We also advise against the use of screens, tints, and transparencies in the design because they are not easily converted to our color palette.

**Please submit high quality logo/image files  
to ensure the highest print quality and accurate color matching**

Acceptable
Vector Graphic Files:
AI, EPS, PDF, CDR, SVG
Image Files:
TIFF (150-921 DPI/PPI)*
JPG (150-921 DPI/PPI)*
PNG (150-921 DPI/PPI)*

\*For carpeted mats, 150 to 300 DPI/PPI is required. For rubber mats, a minimum of 921 DPI/PPI is required.



**price match**   
guarantee  
*If the product is identical, we'll beat the price*



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## **Cleaning Instructions**

Rubber Backed Carpeted High Definition Logo mats - For the best results, utilize the following cleaning method to clean your Rubber Backed Carpeted HD mat:

- They can be commercially laundered (see Laundering Instructions)
- Vacuumed regularly (daily in high-traffic areas; weekly in lower-traffic applications)
- Cleaned with an extractor, or hosed off as necessary to remove heavy soil.
- Hang to dry.

Mats should always be dry before they are placed back in service.

## **Laundering Instructions**

Rubber Backed Carpeted High Definition Logomats that are backed with nitrile rubber can be commercially laundered. Proper laundering will prolong the life of the mat by preventing the buildup of soil and soap residue. Rubber Backed Carpeted High Definition Logomats are manufactured using PET Yarn. PET is a type of polyester that needs to be processed using the proper chemistry to obtain optimal results. When PET products are exposed to oils, the yarn has an affinity to retain these oils. We would recommend starting with 2 oz. of detergent per cwt., and 1 oz. of alkali per cwt, and add 4-oz. of hydrogen peroxide. The level of chemicals required will depend on the type of accounts you service. Please consult with your chemical supplier if you have additional questions or concerns.

1. Flush 2-3 minutes, medium water level, 120 degrees F (49 degrees C)
2. Flush (optional) 2-3 minutes, medium water level, 120 degrees F (49 degrees C)
3. Break 5-10 minutes, high water level, 120 degrees F (49 degrees C)
4. Rinse 2 minutes, high water level, cold
5. Rinse 2 minutes, high water level, cold
6. Extract (low speed) 1-2 minutes
7. Shake out (rotate wheel at wash speed with drain open) 1 minute
8. Extract (high speed max - 250 Gs) 3-5 minutes
9. Dry 5-10 minutes, 180 degrees F (82 degrees C) basket temp.
10. Cool down 5 minutes
11. Lay mats flat following removal from washer or dryer. Allow to cool before rolling.

For heavy soil mats, increase temperature to max 140 degrees F (60 degrees C). Break should not exceed pH of 9.5; use low pH non-ionic detergents. Do not over-dry mats; basket temperature of dryer should not exceed 180 degrees F (82 degrees C). If mats are not dried, final rinse can be increased to 140 degrees F (60 degrees C). This will reduce moisture retention following extraction.