

# BECREATIVE MAKEMORE OF YOUR FLOOR

EN

PROMOTIONAL MATTING

# **HELLO, HERE I AM!**

### A great advertising opportunity that often goes unrecognized

Did you know that 99 % of people look towards the floor when they enter a building? They do this instinctively, to check where they are going.

This behaviour also provides a fantastic promotional opportunity...

...and we can help you take full advantage of that!

For more than 50 years Kleen-Tex has been producing high quality mats and during that time we have refined our technologies to offer high quality print and colour specifications to help you to create mats with the WOW! Factor.

We have a wide range of mat finishes, enabling you to choose the kind of mat that bests suits your needs. So, whether you want to reinforce your brand, highlight special offers or messages or do something really spectacular, we can help.





# SIX QUESTIONS FOR A PERFECT MAT SOLUTION

We have the right mat for any location or purpose! To find out which one of our products suits you best, please answer the following questions:

- 1. Place of use where will you place your mat?
- 2. How long should the product be used?
- 3. What is your design?
- 4. How many and which colours do you need for your design?
- 5. Size and number of mats?
- 6. Do you have a particular budget for the mats?

With your information we'll be able to give you an offer specially tailored to your needs.

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# PRODUCT FEATURES

Quality	Page -	Application period			Dirt absorption			
		Long	Medium	Temporary	High	Good	Medium	Low
Jet-Print	6 - 7				•			
Jet-Print Light	8 - 9	•			•			
Jet-Print Vision	10 - 11	•						
Jet-Print Velour	12 - 13		-			•		
Patio	14 - 15		- 6				-	
Event-Mat	16 - 17			-				•
Kleen-Way Rubber	18 - 19	•			•			
Big-Size	20 - 21		•					•
Bar-Mat	22 - 23		•		Fluid absorption			
Ad-Mat	24 - 25		-					•
Kleen-Komfort Design	26 - 27	•			-			
Aura	28 - 29		-					-
Flare	30 - 31		-				-	

Special shape	Photorealistic print	Washability	Budget	Recommended application
		60°C	\$\$\$	Entrances   Corporate Identity   Point of Sale
•		60°C	\$\$	Entrances   Corporate Identity   Point of Sale   Giveaway
	-	60 °C	\$\$\$	Events   Point of Sale   Advertising   Entrances
•	•	40 °C	\$\$	Trade Shows   Point of Sale   Advertising
		Limited 30 °C	\$	Point of Sale   Advertising   Giveaway   Merchandising
•	-	Carpet or vacuum cleaning	\$	Events   Trade Shows
		60°C	\$\$\$	Events   Entrances
		Carpet or vacuum cleaning	\$\$	Events   Trade Shows   Point of Sale
•	-	40 °C	\$\$	Events   Point of Sale   Advertising   Merchandising
	-	40 °C	\$\$	Events   Point of Sale   Advertising
		60°C	\$\$\$	Workstations   Counters   Anywhere staff stand for long periods
•	-	Mop, Carpet or vacuum cleaning	\$\$	Point of Sale   Product placement   Exhibitions   Merchandising   Wall covering
-	-	Hose wash	\$\$	Outdoor   Entrances   Adverse weather   Giveaway



### HIGH PERFORMANCE BESPOKE MATS THAT CREATE A GREAT IMPRESSION

With a standard range of 44 amazing colourways to choose from, you can really go to town and create a bespoke mat that grabs attention. The Jet-Print can be customised to your desired size and design and still performs well in terms of dirt capture.

### YOUR COLOUR AND DESIGN OPTIONS:

44 standard colours from our colour palette (please see pages 34 and 35). Special colours going by Pantone, HKS or RAL possible for a surcharge.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Entrances | Corporate Identity | Point of Sale

### COMPOSITION:

High pile from strongly twisted yarn Surface material: 100 % High-Twist Nylon Backing: 100 % Nitrile Rubber

### SIZES:

Standard widths (incl. borders):
60 cm, 75 cm, 85 cm, 115 cm, 150 cm and 200 cm
Standard lengths (incl. borders):
Each length up to 400 cm
Excess length up to 700 cm
Special sizes upon request

**MINIMUM ORDER QUANTITY: 1 piece** 

**GUARANTEE:** 5 years Manufacturers Guarantee\*













# LIGHTER AND MORE ECONOMICAL THAN THE JET-PRINT

These mats are printed using exactly the same process as the Jet-Print, but the pile and rubber have been slightly trimmed, to make the mat lighter to handle and more economical to purchase whilst still offering great print quality.

### YOUR COLOUR AND DESIGN OPTIONS:

44 standard colours from our colour palette (please see pages 34 and 35). Special colours going by Pantone, HKS or RAL possible for a surcharge.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Entrances | Corporate Identity | Point of Sale | Giveaway

### COMPOSITION:

Medium height pile from strongly twisted yarn Surface material: 100 % High-Twist Nylon Backing: 100 % Nitrile Rubber

### SIZES:

Standard widths (incl. borders):
60 cm, 75 cm, 85 cm, 115 cm, 150 cm and 200 cm
Standard lengths (incl. borders):
Each length up to 400 cm
Excess length up to 700 cm
Special sizes upon request

**MINIMUM ORDER QUANTITY:** 1 piece

**GUARANTEE\*:** 2 years













# VELVET-LIKE FINISH MAKES THIS IDEAL FOR DETAILED DESIGNS

With its velvet-like, straight-set surface, this is the mat to choose for intricate designs requiring a precision finish.

### YOUR COLOUR AND DESIGN OPTIONS:

44 standard colours from our colour palette (please see pages 36 and 37) or photorealistic printing according to RGB 1998. Special colours going by Pantone, HKS or RAL possible for a surcharge.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Events | Point of Sale | Advertising | Entrances

### **COMPOSITION:**

Medium high pile, velvety appearance Surface material: 100 % Straight-Set Nylon Backing: 100 % Nitrile Rubber

#### SIZES:

Standard widths (incl. borders): 60 cm, 75 cm, 85 cm, 115 cm, 150 cm and 200 cm Standard lengths (incl. borders): Each length up to 400 cm Special sizes upon request

**MINIMUM ORDER QUANTITY: 1 piece** 

**GUARANTEE\*:** 5 years Manufacturers Guarantee













### SMOOTH AND LEVEL VELOUR SURFACE ENABLES TOP QUALITY PRINT FINISHES

A smooth and level velour material enables you to print in a precise and detailed manner with amazing colour quality, making the Jet-Print Velour mat perfect for creating eyecatching presentations and promotional sales events and exhibitions.

### YOUR COLOUR AND DESIGN OPTIONS:

44 standard colours from our colour palette (please see pages 36 and 37) or photorealistic printing according to RGB 1998. Special colours going by Pantone, HKS or RAL possible for a surcharge.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Trade Shows | Point of Sale | Advertising

### **COMPOSITION:**

Low pile, velvety velour appearance Surface material: 100 % Polyamide 6 Backing: 100 % Nitrile Rubber

### SIZES:

Standard widths (incl. borders): 60 cm, 75 cm, 85 cm, 115 cm, 150 cm and 200 cm Standard lengths (incl. borders): Each length up to 400 cm Special sizes upon request

**MINIMUM ORDER QUANTITY: 1 piece** 

**GUARANTEE\*:** 2 years











# CREATE A FOCAL POINT WITH VERSATILE AND COLOURFUL CUSTOMISED MATS

Patio is a very versatile product. Whilst highly suited as a giveaway item this mat can also be used to enhance corporate identity, attract attention at the point of sale and create eye-catching advertisements.

### YOUR COLOUR AND DESIGN OPTIONS:

Any design or colour possible.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Point of Sale | Advertising | Giveaway | Merchandising

### **COMPOSITION:**

Low pile, velvety velour appearance Surface material: 100 % Polyamide 6 Backing: 100 % Vinyl

### SIZES:

Standard widths (with borders): 39 cm, 45 cm, 58 cm, 70 cm, 78 cm, 105 cm and 210 cm Standard lengths: all lengths up to 20 m Examples for standard sizes: 39 x 58 cm, 45 x 75 cm, 58 x 78 cm, 78 x 118 cm

**MINIMUM ORDER QUANTITY:** 50 sqm











# STAND OUT FROM THE CROWD WITH SUPERB GRAPHIC QUALITY

A wonderful opportunity to make floor space work for you is achieved by using our customised Event-Mat. Available in a wide range of lengths and widths and with superb graphic quality, these mats are perfect for events and exhibitions.

### YOUR COLOUR AND DESIGN OPTIONS:

44 standard colours from our colour palette (please see pages 36 and 37) or photorealistic printing according to RGB 1998. Special colours going by Pantone, HKS or RAL possible for a surcharge.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

**Events | Trade Shows** 

### COMPOSITION:

Low pile, velvety velour appearance Surface material: 100 % Polyamide 6 Backing: 100 % Latex WV

### SIZES:

Every size up to a maximum width of 200 cm possible

Maximum length: 20 m

Depending on size, one cut will be charged

**MINIMUM ORDER QUANTITY: 1 sqm** 











### MAKE A STATEMENT WITH THIS EXTRA-LONG RUNNER MAT

This is the mat to add the WOW! Factor to your premises. Available up to 20 metres long, and in 44 standard colours, this mat helps you make a statement as well as doing a sterling job as a dirt catcher.

### YOUR COLOUR AND DESIGN OPTIONS:

44 standard colours from our colour palette (please see pages 36 and 37). Special colours going by Pantone, HKS or RAL possible for a surcharge.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Events | Entrances

### **COMPOSITION:**

High pile, velvety appearance

Surface material: 100 % Straight-Set Nylon

Backing: 100 % Nitrile Rubber

### SIZES:

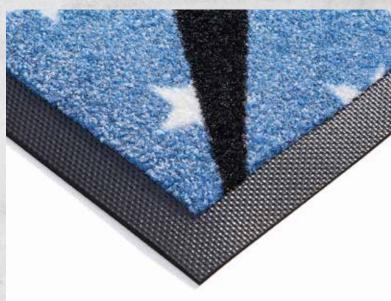
Fixed widths: 85 cm, 115 cm, 150 cm and 200 cm

(Only available with borders) Maximum length: 20 m

**MINIMUM ORDER QUANTITY: 1 piece** 

**GUARANTEE\*:** 5 years Manufacturers Guarantee









<sup>\* 2</sup> years under industrial laundry conditions



# ENSURE SUCCESSFUL BRAND AWARENESS IN EVEN THE BIGGEST EVENT AREAS

Big-Size allows you to take full advantage of large event areas to promote your logo or brand message and increase awareness and recognition. Available in a widths up to 4 m and lengths up to 40 m, this flexible and scalable mat can really help to press home your message.

### YOUR COLOUR AND DESIGN OPTIONS:

A maximum of 12 Pantone (coated and uncoated) or RAL colours are possible per design.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Events | Trade Shows | Point of Sale

### **COMPOSITION:**

Surface material: 100 % Polyamid 6 Backing: Textile or Easy Lift backing

### SIZES:

Width: 4 m

Maximum length: 20 / 40 m Special sizes upon request

**MINIMUM ORDER QUANTITY: 100 sqm** 



Textile backing



Easy Lift backing











### **OUR MATS DON'T JUST GO ON THE FLOOR...**

Our expertise in mat production is not just limited to floor mats. Taking our technology we have produced a range of functional bar runner mats. With slip-resistant rubber backs, these polyester mats can be customised with high quality print for multi-purpose use, including events and at point of sale.

### YOUR COLOUR AND DESIGN OPTIONS:

Photorealistic print going by CMYK and RGB. RAL, HKS and Pantone colours possible.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Events | Point of Sale | Advertising | Merchandising

### **COMPOSITION:**

Very flat and smooth surface Surface material: 100 % Knitted Polyester Backing: 100 % Nitrile Rubber

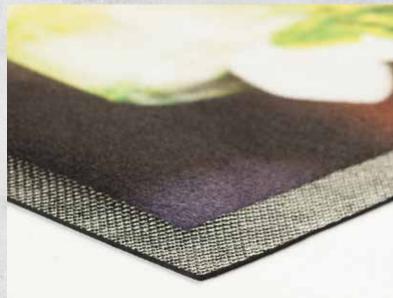
### SIZES:

23 x 43 cm, 24 x 89 cm and 19 x 60 cm Other sizes available on request

**MINIMUM ORDER QUANTITY: 50 pcs** 

**PRINT METHOD:** Sublimation











# PHOTOREALISTIC PRECISION DELIVERS A FIRST-CLASS ADVERTISING OPPORTUNITY FOR YOUR FLOOR

This cost-effective, slip-resistant mat is especially effective for drawing attention to specific advertising messages or special offers at point of sale. Perfect for promotions and events, this photorealistic product will help your message to stand out from the rest.

### YOUR COLOUR AND DESIGN OPTIONS:

Photorealistic print going by CMYK and RGB. RAL, HKS and Pantone colours possible.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Events | Point of Sale | Advertising

### **COMPOSITION:**

Very flat surface

Surface material: 100 % Non-Woven Polyester

Backing: 100 % Nitrile Rubber

### SIZES:

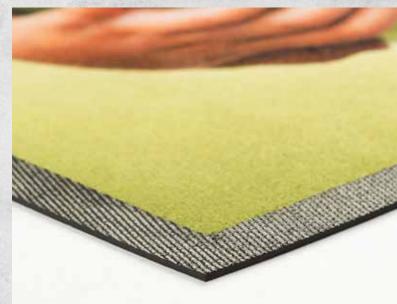
Standard sizes: 40 x 60 cm, 50 x 75 cm, 60 x 85 cm, 85 x 120 cm, 85 x 150 cm, 85 x 200 cm and 115 x 180 cm

Maximum size 150 x 200 cm

**MINIMUM ORDER QUANTITY: 50 pcs** 

**PRINT METHOD:** Sublimation









# AN ANTI-FATIGUE MAT THAT CAN BE PERSONALIZED WITH ANY DESIGN OR LOGO

This stylish mat has all the anti-fatigue properties of the Kleen-Komfort range but comes in 44 colour ways and can be printed, making it the perfect choices in workplaces where aesthetics matter.

### YOUR COLOUR AND DESIGN OPTIONS:

44 standard colours from our colour palette (please see pages 34 and 35). Special colours going by Pantone, HKS or RAL possible for a surcharge.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Workstations | Counters | Anywhere staff stand for long periods

### **COMPOSITION:**

High pile from strongly twisted yarn Surface material: 100 % High-Twist Nylon

Centre: 100 % Nitrile Foam Backing: 100 % Nitrile Rubber

### SIZES:

55 x 78 cm, 85 x 150 cm and 85 x 285 cm\*

**MINIMUM ORDER QUANTITY: 1 piece** 

**GUARANTEE\*\*:** 5 years Manufacturers Guarantee











# HIGH-RESOLUTION PRINTED VINYL MAT FOR USE ON ANY SURFACE

Perfect for point of sale advertising, it is possible to reproduce virtually any graphic on this vinyl mat. Using high-resolution, photorealistic printing, these mats are ideal for bright, colourful messages and can be used on walls as well as floors.

### YOUR COLOUR AND DESIGN OPTIONS:

Photorealistic print going by CMYK.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Point of Sale | Product placement | Exhibitions | Merchandising | Wall advertising

### **COMPOSITION:**

Very flat surface

Surface material: 100 % Vinyl

Backing: 100 % Vinyl

### SIZES:

Standard widths:

26 cm, 38 cm, 47 cm, 65 cm, 97 cm and 195 cm

Standard lengths:

minimum 20 cm, maximum 10 m

**MINIMUM ORDER QUANTITY:** on demand

**PRINT METHOD:** Digital Print











# FLARE



# POWER JUICE9

WITH ADDED PROTEIN

100% SATISFACTION

REFRESH . RECHARGE . REBUILD

# CUSTOM PRINTED GRASS EFFECT MATS DESIGNED TO STAND UP TO THE ELEMENTS

Designed to withstand the toughest weather conditions, these resilient mats have drainage holes to prevent water logging and can be hosed down to keep them looking fresh and clean, and their advertising messages bright and clear.

### YOUR COLOUR AND DESIGN OPTIONS:

Any design or colour possible.

### **ARTWORK / DATA TRANSFER:**

Details for artwork / data processing and transfer can be found in the description on pages 32 and 33.

### **RECOMMENDED APPLICATIONS:**

Outdoor | Entrances | Adverse weather | Giveaway

### **COMPOSITION:**

Surface material: 100 % PA HS with monofilament Backing: Black recycled vinyl (UPm)

### SIZES:

Standard sizes:  $39 \times 58$  cm,  $50 \times 75$  cm and  $67 \times 110$  cm Standard widths: 39 cm, 50 cm, 67 cm, 100 cm and 200 cm Standard lengths: minimum 20 cm, maximum 20 m

**MINIMUM ORDER QUANTITY: 50 sqm** 









# **ARTWORK / DATA TRANSFER**

### JET-PRINT PRODUCTS, KLEEN-WAY RUBBER, KLEEN-KOMFORT DESIGN, EVENT-MAT

All vector graphics, which can be processed with Adobe Illustrator, Corel Draw or InDesign. Pixel graphics must be high resolution (at least 300 dpi) and created in scale 1:1. Ideally the file should be created in the Adobe RGB (1998) colour profile and can be processed with Adobe Photoshop, Adobe InDesign or Corel Photo-Paint.

File formats: Pixel graphics: JPEG, TIFF, BMP, PSP, PSD, GIF

Vector graphics: EPS, CDR, AI, FH, PDF

Do not write too much on the mat. Use large font (at least 5 cm, for Jet-Print Velour 2.5 cm), so it's readable on the mat! Use combinations of colours that are rich in contrast. If this is not possible, such as with green and grey side by side, then try to border the image or type in black or apply shadows which are rich in contrast. Do not place the images too close to the border, but leave at least 5 cm between border and design.

Avoid white on the mat, it gets dirty fast. Light colours, i.e. light grey are not a good choice as a background. Use dark or patterned backgrounds. Marble patterns and speckled backgrounds enhance the image and hide dirt better than unicoloured backgrounds.

### **BIG-SIZE**

All vector graphics, which can be processed with Adobe Illustrator, Corel Draw or in Adobe InDesign.

### **PATIO**

All vector graphics, which can be processed with Adobe Illustrator, Corel Draw or Adobe InDesign. Pixel graphics must be high resolution (at least 300 dpi) and created in scale 1:1 and be processable with Adobe Photoshop, Adobe InDesign or Corel Photo-Paint.

File formats: Pixel graphics: JPEG, TIFF, BMP, PSP, PSD, GIF

Vector graphics: EPS, CDR, AI, FH, PDF

Font size minimum 20 mm, font thickness minimum 3 mm with dark fonts on bright background. For bright fonts on dark background fontweight 4 mm. Minimum distance to border at least 2 cm.

### **BAR-MAT, AD-MAT**

Create vector and pixel graphics in Adobe InDesign. File must be compatible with Adobe Creative Suite CC (2018). Compress file with ZIP. Colours can be chosen out of CMYK.

File format: INDD (Adobe InDesign)

### **AURA**

Vector graphics (EPS, CDR, AI or PDF) or pixel graphics at least 300 dpi, in scale 1:1 (JPG, TIFF, BMP, PSP, PSD or GIF).

### **FLARE**

Vector graphics (EPS, CDR, AI or PDF) or pixel graphics at least 150 dpi, in scale 1:1 (JPG, TIFF, BMP, PSP, PSD or GIF).

APPLICABLE TO ALL DATA/GRAPHICS: CONVERT ALL TEXT TO OUTLINES.

# **COLOUR PALETTE**

### **JET-PRINT, JET-PRINT LIGHT, KLEEN-KOMFORT DESIGN**





# **COLOUR PALETTE**

### JET-PRINT VISION, JET-PRINT VELOUR, EVENT-MAT, KLEEN-WAY RUBBER





# **LEGEND**



### **FULLY WASHABLE UP TO 60 °C**

These mats are fully washable and can be washed in a washing machine as needed up to 60 °C. These mats can be dryed in a tumble dryer. We advise you to wash your washable mats regularly.



### **WASHABLE UP TO 40 °C**

These mats are washable and can be washed in a washing machine as needed up to 40 °C. These mats can't be dryed in a tumble dryer. We advise you to wash your washable mats regularly.



### LIMITED WASHABILITY UP TO 30 °C

These mats have limited washability.



### **CARPET OR VACUUM CLEANING**

We recommend regular cleaning with vacuum cleaners in order to prevent the dirt from accumulating and pressing itself on the mat floor. In areas that are heavily frequented we suggest the daily use of vacuum cleaners.



#### **MOP CLEANING**

In order to maintain cleanliness and functionality, we recommend occasional cleaning to keep your mats clean.



### **HOSE WASH**

Rinse off the mat with clean water, or spray down with a hose if you want to blast off any dirt or other items on the mat. You may need to rinse multiple times.



### **SPECIAL SHAPE**

Let your ideas takes shape with our special shape option. In addition to our extensive product selection, we now offer the possibility of special shapes for certain products. Talk to us about your ideas, we will be pleased to advise you.



### **FIRE CERTIFICATION EN 13501-1**

All those products, which comply with the fire protection classification EN 13501-1, are classified with this symbol. This EU-classification describes the performance of the mat according to the norm ISO 9239-1.

#### Imprint:

Publisher: Kleen-Tex Industries GmbH, Muenchner Strasse 21, 6330 Kufstein, Austria Commercial Register: LG Innsbruck, HRB 52282k VAT-Number: ATU 32251700 Responsible for the content: Kleen-Tex Industries GmbH, Marketing Department Pictures: Kleen-Tex, Vanilla Photography, Time Shot Photography, Felsch Fotodesign, Shutterstock

Printing and typographical errors as well as technical changes reserved. Colours shown in this catalogue are just for representation and should not be used as a basis for approvals. Therefore, please use our colour-samples where available.

For all mats we reseve the right of production-related tolerance of +/-5 % in size. Colours are subject to commercial tolerance.



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