Kleen-Tex
PROMO

Make Your Space Work Harder



PROMOTIONAL MATTING
GUIDE 2026



Let Your Brand Take the Floor



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The Best Kept Secret in Advertising? The Floor!

The most overlooked space in advertising? Everyday surfaces. Turn floors, counters and desktops into lasting brand moments.

Great advertising meets your customers where they already are – and often, that's not on a screen or a wall, but at their feet, on the counter or across their desk. Whether on the floor of a store, at the bar, or as a branded workspace accessory, promotional mats make your message part of the everyday.

Kleen-Tex offers one of the most versatile ranges of promotional mats on the market – from high-impact event pieces to compact give-aways that are both practical and memorable. Whatever the space, whatever the budget – we have the right mat for the job.

Durable, customisable and made in Europe, our mats are designed to perform while elevating your brand with every use.

Why choose Kleen-Tex?

- Over 55-years of experience in matting innovation and quality
- European in-house production with no minimum order quantities
- Endless design possibilities: size, shape, print and finish
- Made in Europe – fast, flexible and reliable

55+ YEARS

For over 55-years, Kleen-Tex have led the way in matting production, leading to exceptional quality mats and innovative technology.

Our in-house production facilities enable us to offer competitive pricing with no minimum order requirements.


GASGAS







Capitalise on those all-important sales!

Over 50% of purchasing decisions are made spontaneously at the point of sale. Strategic placement of promotional mats can help capture your customers' attention and help to convert to a sale! Promote your brand or product benefits with customised floor and counter top mats that draw attention to brands, promotions, new products, events and membership schemes.

Point of Sale



Signage / Branding





Say it where no one expects it – on the floor.
Turn your message into a visual statement that's impossible to miss. Whether it's a bold logo, campaign message or graphic design – promotional mats offer the perfect platform to surprise, inform and impress. Ideal for exhibitions, showrooms, events and retail environments where you want to stop people in their tracks. Floor signage that speaks louder than words!









You only get one chance to make a first impression.
Your entrance says more about your brand than you think. Custom logo mats combine functionality with a strong visual identity – setting the tone from the moment someone steps inside. Whether in corporate offices, hotels, showrooms or shops, branded mats ensure your business looks professional, polished and instantly recognisable.





CI / Entrances

Give-Away







Useful. Personal. Unforgettable.

Custom doormats are the perfect give-away to welcome new homeowners, tenants or clients – while keeping your brand present at their doorstep. Whether it's a warm greeting, a clever message or subtle branding, these mats combine everyday usefulness with long-lasting visibility. A smart and practical way to say: "We're here for you."









On the road – and always on their mind.

Whether for caravan lovers or yacht adventurers, a customised mat is the perfect travel companion. It's practical, personal and keeps your brand present wherever the journey goes. Ideal as a thoughtful give-away from manufacturers, insurance companies or rental providers – these mats combine real added value with long-term brand visibility. A small gesture that leaves a lasting impression.

Caravan / Yacht



HoReCa









Where branding meets atmosphere.

In the HoReCa world, first impressions and ambience go hand in hand. Custom mats offer a creative canvas for logos, slogans, or product visuals – from hotel entrances to bar floors and branded promotions. Whether you want to elevate your venue's image or boost visibility for partner brands, our mats make sure your message blends in and stands out at the same time.





Grab your customer's attention!

Branded bar mats placed to strengthen brand presence, showcase new drinks or highlight the latest events and promotions are the perfect tool for the beverage industry. Placed at the point of ordering, you can create eye catching displays for bars, restaurants or shops whilst handily protecting the bar top from spills.





Barmats



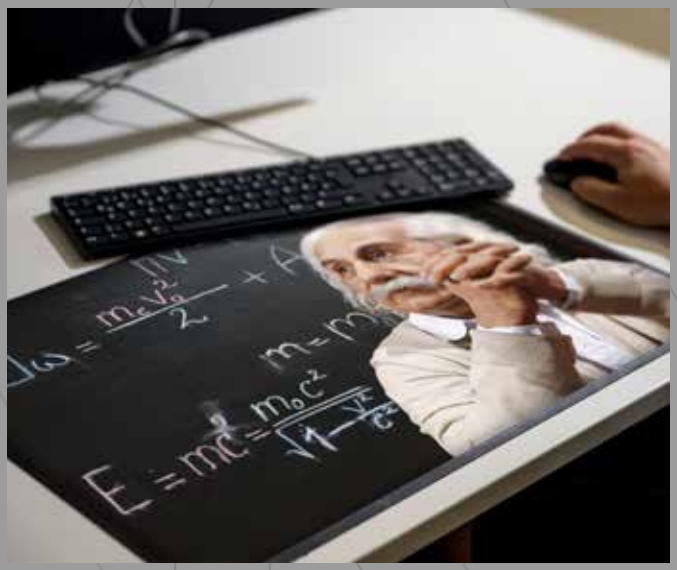
Work Surface





Smart surfaces that work harder.

From branded desk pads and counter mats to fully customisable mousepads – our Ad-Mat Premium range turns any surface into a space for promotion, protection, or productivity. Designed with a low-profile construction and a soft knitted polyester surface, these mats offer a smooth and comfortable user experience. High-definition print quality ensures razor-sharp graphics that keep your brand message clear and compelling – every single day.











Performance meets presentation.

From indoor cycling zones to golf clubhouses – our customised mats support athletes and sports brands alike. Whether used under Zwift bikes, in fan shops, or as welcome mats at club entrances, they combine functionality with striking visuals. Protect floors from sweat, dirt and everyday wear, while showcasing your club identity or sponsor in style. Built to perform – just like your team.

Sports



Stadia



Game ready mats made for high impact!

From a club crest at the main entrance to a motivational message in the tunnel as the team takes to battle, Kleen-Tex mats have a wide range of applications in a sporting setting. In addition, leverage brand loyalty by offering branded door mats and bar runners as a merchandise product in your club shop.















Roll out the red carpet!

From gala dinners to award ceremonies, fanzones to exhibition spaces, our bespoke promotional mats and runners are suitable for a wide range of events. Our mats are versatile, reusable and-eye catching. The perfect tool to promote your brand message, direct footfall, and communicate key messages. Moreover, branded door mats with slogans, logos or key visuals can also make a cool merchandising product.



Events

Automotive









Drive your brand forward!

Our customised floor mats are the perfect fit for car showrooms, garages, and detailing workshops. Whether you're presenting high-end vehicles or servicing everyday cars, our mats create a professional and impactful environment. Designed to protect floors from dirt, oil, and moisture, they double as a powerful branding tool right under your customers' feet. Durable, washable, and fully customisable – the ideal choice for automotive spaces that demand both function and style.









Get ready for the racing season!

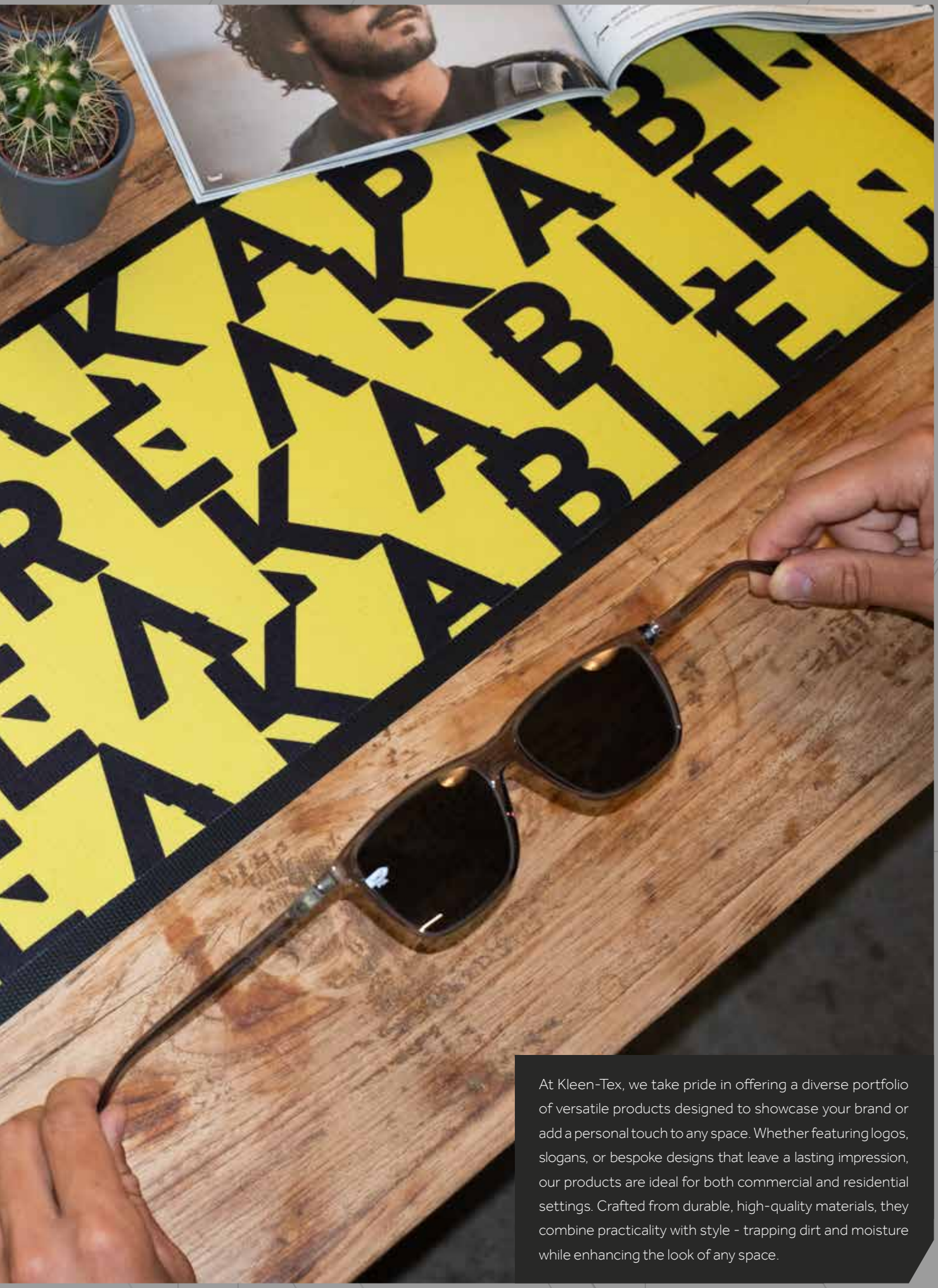
Our extensive range of customised promotional mats fit seamlessly underneath motorcycles making an eye-catching addition to workshops, garages and retail outlets. Constructed from high performance piles that instantly trap spilt oil or petrol, they also meet the requirements of the 2020 FIM Environmental code making them a welcome addition in busy workshops.

Motorsport



Bring Your Brand in To Focus

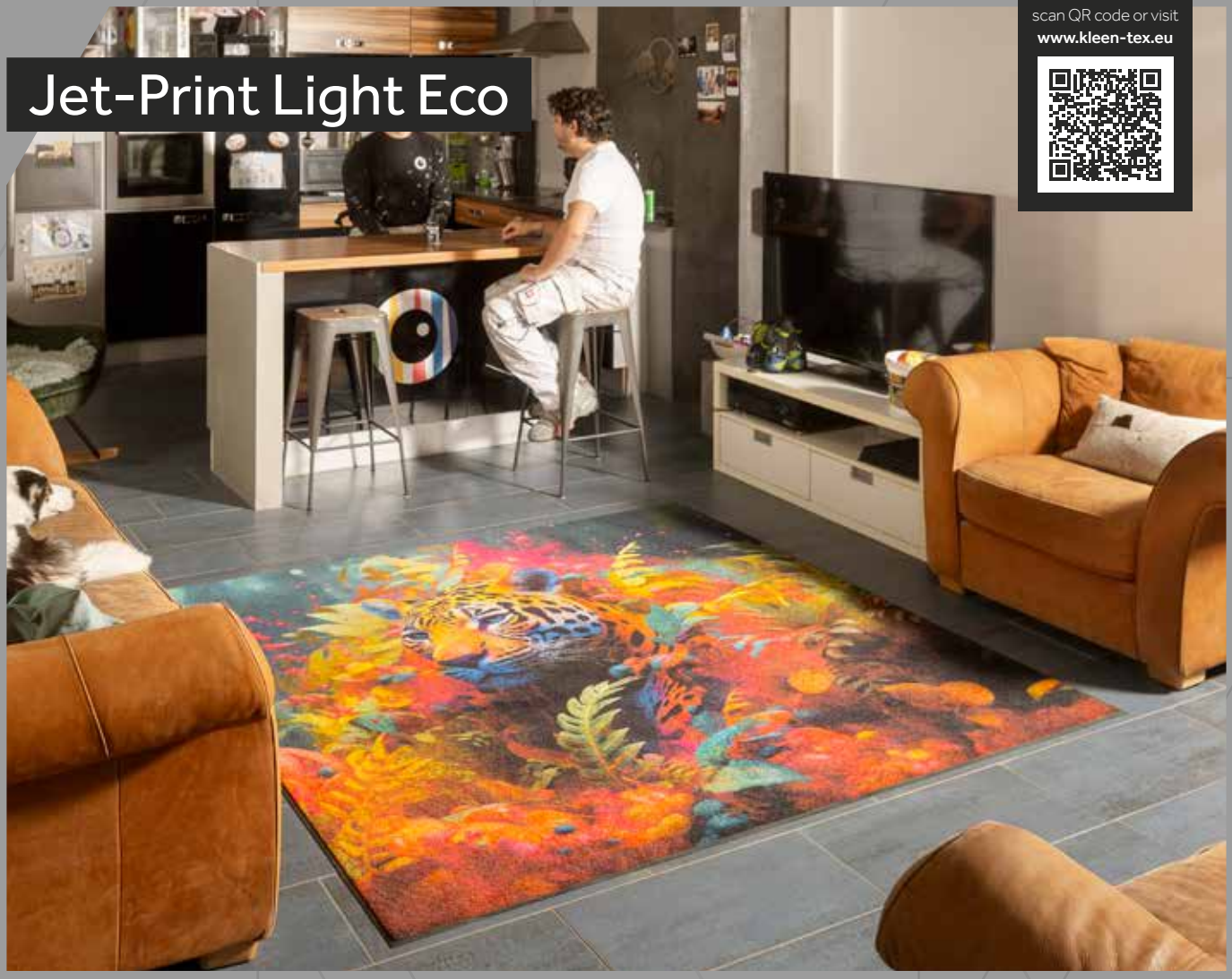




At Kleen-Tex, we take pride in offering a diverse portfolio of versatile products designed to showcase your brand or add a personal touch to any space. Whether featuring logos, slogans, or bespoke designs that leave a lasting impression, our products are ideal for both commercial and residential settings. Crafted from durable, high-quality materials, they combine practicality with style - trapping dirt and moisture while enhancing the look of any space.

Jet-Print Light Eco

For more information, scan QR code or visit **www.kleen-tex.eu**





The promotional mat that delivers on performance.

Jet-Print Light Eco is our best-selling promotional mat, combining high-quality logo printing with effective dirt-catching functionality. It offers vibrant colours, is fully washable and easy to handle – making it the perfect choice for promotional campaigns that require both visual impact and everyday performance. Available in 66 standard colours or custom shades based on HKS, Pantone, RAL or RGB 1998.

Composition
High-twist nylon made from at least 75% recycled content, with a phthalate-free nitrile rubber backing

Standard Widths (cm)
60/75/85/115/150/200

Standard Lengths (cm)
All lengths up to 700

Guarantee
2-years

Special Shapes
Available on request

Print Resolution

Budget Level

Use Duration

For more information, scan QR code or visit **www.kleen-tex.eu**

Jet-Print Patio



The perfect mat for short-term promotions and big brand impact.

Jet-Print Patio is the ideal promotional mat for short- to mid-term advertising campaigns. Lightweight, flexible and budget-friendly, it fits perfectly into any give-away strategy while also performing strongly at the point of sale, in retail spaces or during seasonal brand campaigns. Choose between photo-realistic printing or defined spot colours based on Pantone – ensuring your brand always makes a strong impression.

Composition
Polyamide 6 surface with a vinyl backing

Standard Widths (cm)
39/45/58/75/100/200

Standard Lengths (cm)
All lengths up to 2000

Special Sizes Available on Request (cm)
Up to 210 width and 2000 length

Special Shapes
Available on request

Print Resolution

Budget Level

Use Duration



Jet-Print Velour

For more information, scan QR code or visit **www.kleen-tex.eu**





Eye-catching promotional mat with realistic print precision.

Jet-Print Velour is the ideal solution when your design calls for high-definition image quality, fine details and small font sizes. Its velour-like surface delivers a soft, refined look while maintaining full washability and promotional function – perfect for premium advertising with impact. Available in 66 standard colours or custom shades based on HKS, Pantone, RAL or RGB 1998.

Composition
Velour-like PA6 surface with a phthalate-free nitrile rubber backing

Standard Widths (cm)
60/75/85/115/150/200

Standard Lengths (cm)
All lengths up to 700

Guarantee
2-years

Special Shapes
Available on request

Print Resolution

Budget Level

Use Duration

For more information, scan QR code or visit **www.kleen-tex.eu**

Jet-Print Vision



A velvet-like surface with stunning print clarity and added functionality.

Jet-Print Vision combines premium print performance with practical floor protection. Its fine, velvet-like surface delivers exceptional clarity for intricate designs and logos – while its higher pile structure ensures effective dirt and moisture absorption. Durable and washable up to 60°C, it's a smart choice for branded entrances and high-traffic areas where both appearance and performance matter. Available in 66 standard colours or custom shades based on HKS, Pantone, RAL or RGB 1998.

Composition
Straight-set nylon 6.6 with a phthalate-free nitrile rubber backing

Standard Widths (cm)
60/75/85/115/150/200

Standard Lengths (cm)
All lengths up to 700

Guarantee
5-years

Special Shapes
Available on request

Print Resolution

Budget Level

Use Duration





Jet-Print Eco

For more information, scan QR code or visit **www.kleen-tex.eu**





High-performance logo mat for busy entrances.

Jet-Print Eco is our premium logo mat in full textile service quality – designed for high-traffic areas such as business entrances, reception areas and public buildings. It delivers vivid, long-lasting colours and sharp branding with excellent dirt and moisture absorption. Fully washable and ideal for rental use, this mat combines outstanding print impact with professional floor protection. Available in 66 standard colours or custom shades based on HKS, Pantone, RAL or RGB 1998.

Composition
High-twist nylon made from at least 75% recycled content, with a phthalate-free nitrile rubber backing

Standard Widths (cm)
60/75/85/115/150/200

Standard Lengths (cm)
All lengths up to 700

Guarantee
5-years

Special Shapes
Available on request

Print Resolution

Budget Level

Use Duration

For more information, scan QR code or visit **www.kleen-tex.eu**

Jet-Print Big-Size



Make more of your large areas with effective brand awareness.

Jet-Print Big Size opens up large-scale advertising opportunities for trade fair stands, promotional zones in shops or department stores, and other high-visibility areas. With full-surface custom printing and a flat, resilient construction, these PVC-free mats are ideal for creating impactful floor graphics that drive brand recognition. Designs can include up to 12 colours per layout, based on Pantone or RAL references. Available with either textile or Easy-Lift backing. Minimum order: 100 m².

Composition
Velour surface with either textile or Easy-Lift backing

Max. Widths (cm)
400

Max. Lengths (cm)
4000

Special Shapes
Available on request

Print Resolution

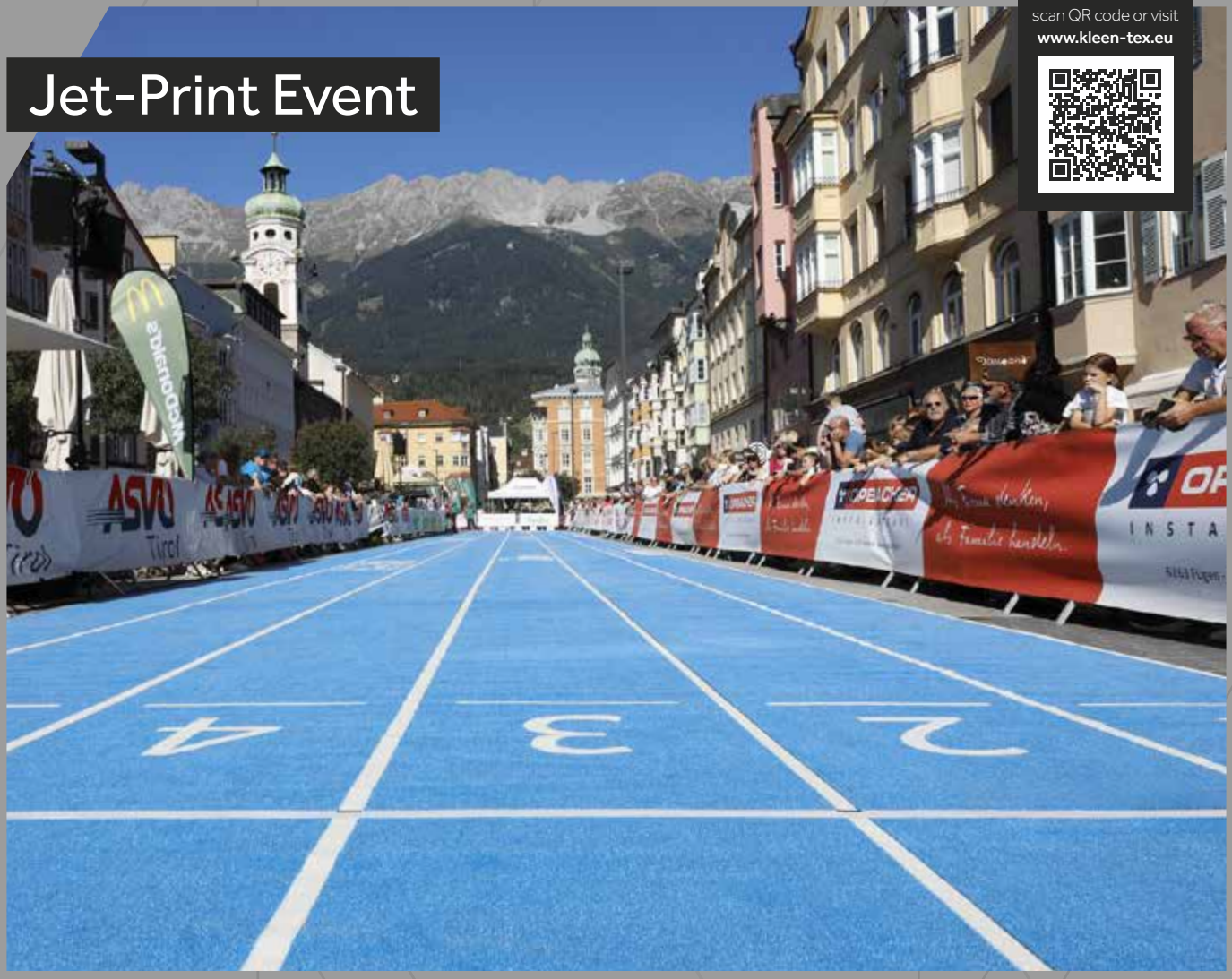
Budget Level

Use Duration



Jet-Print Event

For more information, scan QR code or visit **www.kleen-tex.eu**





Stand out from the crowd with a unique 'sign on the floor'.

Jet-Print Event is made for attention. With its flat, flexible and PVC-free construction, this mat is perfect for creating eye-catching floor graphics at events, exhibitions or promotional activations. Whether you're rolling out a branded "red carpet" or highlighting a key product zone, Jet-Print Event mat offers excellent print definition and custom shapes to suit your creative vision. Printed individually according to RGB 1998 standards for vibrant colour results.

Composition
Velour surface with a latex backing

Max. Widths (cm)
200

Max. Lengths (cm)
2000

Special Shapes
Available on request

Print Resolution

Budget Level

Use Duration

For more information, scan QR code or visit **www.kleen-tex.eu**

Jet-Print Horizon



Long runners that turn every step into brand space.

Jet-Print Horizon is the ideal solution for transforming long corridors and walkways into powerful communication spaces. Designed as a high-quality runner, it combines vibrant custom printing with practical performance. Thanks to its anti-slip backing, Horizon lies securely and flat on the floor – with high dirt and moisture absorption for busy indoor areas. Choose from 66 standard colours or customise using HKS, Pantone, RAL or RGB 1998. Please note: borders are applied to the long sides only. No minimum order quantity required.

Composition
High-twist nylon surface with a vinyl backing

Standard Widths (cm)
100/160/200

Standard Lengths (cm)
Up to 2000

Guarantee
2-years

Special Shapes
Available on request

Print Resolution

Budget Level

Use Duration



Jet-Print Outdoor

For more information, scan QR code or visit **www.kleen-tex.eu**





Position logos, graphics and brands in the great outdoors.

Jet-Print Outdoor is designed for exterior use – with a durable, grass-like nylon surface and a ribbed, anti-slip nitrile rubber backing that ensures stability even in changing weather conditions. Ideal for entrances, terraces or outdoor promotions, this mat offers flexible placement and custom branding with long-lasting colour performance. Choose from 66 standard colours or request special colours based on HKS, Pantone, RAL or RGB 1998. No minimum order required.

Composition
Monofilament PA6 surface with a ribbed, phthalate-free nitrile rubber backing

Standard Widths (cm)
50/85/115/150/200

Standard Lengths (cm)
All lengths up to 700

Guarantee
2-years

Special Shapes
Available on request

Print Resolution

Budget Level

Use Duration

For more information, scan QR code or visit **www.kleen-tex.eu**

Ad-Mat Premium Floor



Photo-realistic floor posters for promotional impact.

Ad-Mat Premium puts your campaign right at your customers' feet – with razor-sharp graphics printed in full CMYK sublimation. Perfect for the point of sale, this flexible floor mat draws attention where it matters most. Its slip-resistant, PVC-free backing keeps it in place without the need for adhesive – and leaves no residue when removed. Easy to handle, visually impactful and available in custom shapes.

Composition
Knitted polyester surface with a phthalate-free nitrile rubber backing

Standard Sizes (cm)
40x60/50x75/60x85/85x120/85x150/115x180/115x200/150x200

Special Shapes
Available on request

Print Resolution

Budget Level

Use Duration



Ad-Mat Premium Bar

For more information, scan QR code or visit **www.kleen-tex.eu**

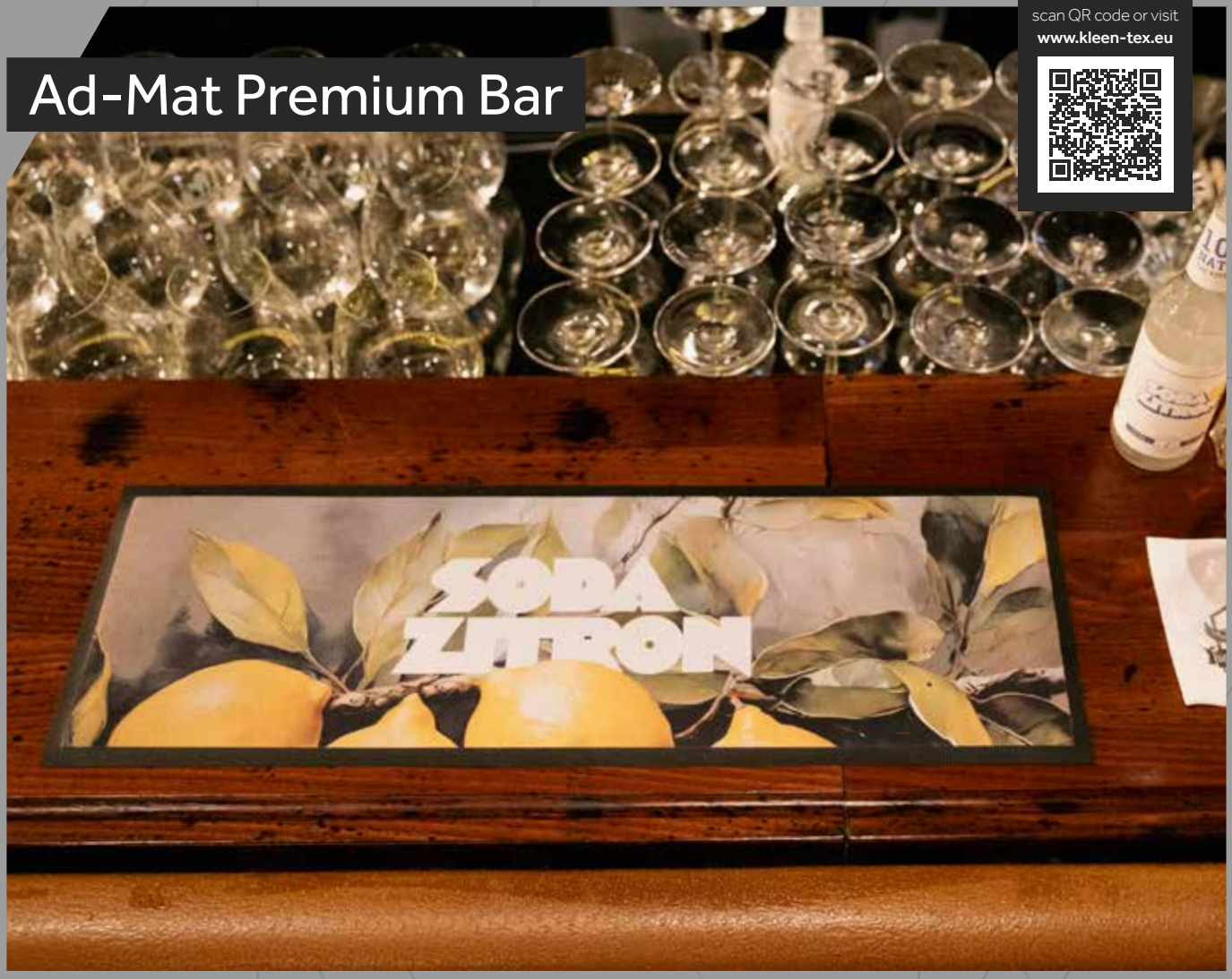




Photo-realistic bar runners - small mat - big message.

Ad-Mat Premium Bar combines functionality with brand visibility – making it the perfect mat for bars, beverage stations or branded drink promotions. With CMYK sublimation printing, your brand message or signature product is displayed in razor-sharp quality. Its fine polyester surface absorbs light spills and splashes, and the mat is washable, flat, PVC-free and durable – ideal for everyday use in hospitality environments. Minimum order: 25 pieces.

Composition
Knitted polyester surface with a phthalate-free nitrile rubber backing

Standard Sizes (cm)
23x43/24x89/19x60

Special Sizes
Available on request

Special Shapes
Available on request

Print Resolution

Budget Level

Use Duration

For more information, scan QR code or visit **www.kleen-tex.eu**

Ad-Mat Premium Work Surface



One mat. Endless possibilities.

Whether used at the checkout, on a desk or as part of your POS strategy – Ad-Mat Premium Work Surface adapts to your needs. Thanks to full CMYK sublimation printing, you can turn this compact mat into a counter display, desktop planner, keyboard runner or branded workspace accessory. Its flat polyester surface, slip-resistant nitrile rubber backing and PVC-free construction make it both functional and visually impactful. Minimum order: 25 pieces.

Composition
Knitted polyester surface with a phthalate-free nitrile rubber backing

Standard Sizes (cm)
23x43/24x89/19x60/40x60

Max. Size
150x200cm

Special Shapes
Available on request

Print Resolution

Budget Level

Use Duration



Sustainability Starts at the Door



Sustainability at Kleen-Tex

As a leading global manufacturer of floor matting systems, we take responsibility for making our products and operations more sustainable.

Recycled materials

We are increasing the use of recycled resources across all brands. Our solid rubber mats, for example, can be re-crumbed for new products, reducing the need for virgin materials. We also use fabrics made from recycled PET bottles and 15% recycled nitrile rubber.

Lowering our carbon footprint

We work to cut emissions by consolidating deliveries into full truckloads, reducing staff travel, and embracing virtual offices. Across all of our sites globally, we strive to minimise waste and recycle wherever possible.

Efficient processes

With ISO 14001:2015 in place, we are continuously improving our operations – from reducing packaging and pallet use, to introducing recyclable materials and increasing renewable energy in our supply chain.



Our Green Product Range

In addition to optimising our operations, we are committed to developing sustainable products. Our Eco Collection combines high performance with environmentally responsible materials – delivering durable, stylish solutions with a lower footprint.

Jet-Print Eco / Jet-Print Light Eco

High-definition logo mats with up to 75% recycled surface material and a phthalate-free rubber backing – offering brilliant print quality while using sustainable materials.

Eco Standard Matting Products

Everyday high-performance, dirt-trapping mats made with recycled content – combining functionality, affordability and sustainability.

Jet-Print Patio Pricelion Eco

A budget-friendly promotional mat made with recycled materials – offering eye-catching design at an affordable price while reducing the use of virgin resources.

Standard Colours




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Symbol Key

Application Area

Suitable for outdoor use

Certification

Compliant with fire protection classification

Product Benefits

The product has properties that reduce its impact on the environment

Guaranteed for a specified number of years

Can be designed with custom artwork

Can be cut to custom shapes

Colourfast and Lightfast properties

Suitable for underfloor heating

Made in Europe

Phthalate-free

PVC Free

Cleaning and Washability

Limited washability

Washable up to specified temperatures

Tumble dry on medium temperatures

Do not tumble dry

Lay flat to dry

Can be vacuum cleaned

Can be cleaned with carpet cleaning machines

Explanation Bars

Print Resolution

Simple Logo
Basic line art, minimal detail

Standard Logo
Logos with moderate detail/limited colours

Enhanced Graphic
Full-colour graphics, good detail

High-Definition
Sharp images with smooth gradients

Photorealistic Precision
Near photo quality, fine detail

Budget Level

Smart Priced
Cost-effective mats for short-term or one-off use

Basic
Budget-friendly mats for occasional or light use

Standard
Mid-range mats for regular use with solid durability

Premium
High-quality mats designed for long-lasting performance

Long-Term Investment
Durable mats with extended lifespan for continuous use

Use Duration

Event Use
For single events or short-term promotions

Short-Term
Ideal for brief campaigns or a few months of use

Standard
Reliable mats for regular use with good durability

Premium
High-quality mats for frequent use in high-traffic areas

Long-Term
Extra-robust, fully washable mats with a very long lifespan

Data Transfer

Jet-Print Light Eco, Jet-Print Velour, Jet-Print Vision, Jet-Print Eco, Jet-Print Horizon, Jet-Print Outdoor

All vector graphics, which can be processed with Adobe Illustrator or Corel Draw. Pixel graphics must be high resolution (min. 300 dpi) and created in scale 1:1 and be processable with Adobe Photoshop or Corel Photo-Paint. Applicable to all graphics: convert all fonts to outlines/curves (to avoid missing fonts).

File formats: Pixel graphics: JPEG, TIFF, BMP, PSP, PSD, GIF
Vector graphics: EPS, CDR, AI, FH, PDF (high-res, print-ready)

Do not add too much text to the mat. Use a big font (at least 5 cm, for Jet-Print Velour 2.5 cm is enough), so it's legible 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 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 plain-coloured backgrounds.

Ad-Mat, Ad-Mat Bar and Ad-Mat Work Surface

File formats: Pixel graphics: JPEG, TIFF, BMP, PSP, PSD, GIF
Vector graphics: EPS, CDR, AI, FH, PDF (high-res, print-ready)

Pixel graphics must be high resolution (min. 300 dpi) and created in scale 1:1. All colours must be selected from the CMYK colour range to ensure accurate print reproduction. Applicable to all graphics: convert all fonts to outlines/curves (to avoid missing fonts).

Jet-Print Patio

All vector graphics, which can be processed with Adobe Illustrator or Corel Draw. Pixel graphics must be high resolution (min. 300 dpi) and created in scale 1:1 and be processable with Adobe Photoshop or Corel Photo-Paint. Applicable to all graphics: convert all fonts to outlines/curves (to avoid missing fonts).

File formats: Pixel graphics: JPEG, TIFF, BMP, PSP, PSD, GIF
Vector graphics: EPS, CDR, AI, FH, PDF (high-res, print-ready)

Font size minimum 17 mm, Font-weight minimum 3 mm with dark fonts on bright background. For bright fonts on dark background font-weight 4 mm. Minimum distance to border 2 cm.

Jet-Print Big Size

All vector graphics, which can be processed with Adobe Illustrator or Corel Draw. Pixel graphics must be high resolution (min. 300 dpi) and created in scale 1:1 and be processable with Adobe Photoshop or Corel Photo-Paint. Applicable to all graphics: convert all fonts to outlines/curves (to avoid missing fonts).



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MADE IN EUROPE

Subscribe to our newsletter here:
Stay up to date with future inspiration, news and promotions from Kleen-Tex

KT022_EN_0925

For all mats, we reserve the right of a production-related tolerance of +/- 3% in size. Colours are subject to commercial tolerance.

Kleen-Tex
make more of your floor