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## How To: Make a Peel and Stick Mouse Pad



**Masterpiece Graphix** has partnered up with **NAStar, Inc.** to produce a digitally-ready product that will enable you to make ultra thin, stickable mouse pads. Having a weight of less than one ounce and only 0.15 inches thick, these mouse pads can offer your customers NAStar's patented nonskid capability and provide a great opportunity for raising brand awareness and promoting your company logo, all while providing a service they'll truly appreciate.

A low-profile, nonskid base (no rubber or foam) makes this pad a great promotional vehicle for lightweight, direct mailings, magazine inserts, or trade show giveaways.

The Peel & Place mouse pad is made of an opaque white plastic material, and is incredible durable. The vinyl laminated surface has a matte finish, and provides great mouse tracking, while the bottom of the pad is coated with a low tack adhesive, enabling repeated repositioning on the desktop if needed. Backing paper peels off the base, allowing you to simply position the mouse pad on desktop and start using your peel and place.

NAStar's proprietary water based adhesive dispersion was developed to provide a good temporary adhesion to a large variety of substrates. It exhibits good adhesion and clean long-term removability from most smooth surfaces such as hard plastics, metal, glass, and paper. It is unique in that it also adheres to many challenging surfaces such as Teflon, textured plastics, wood, and corrugated.

The overlam film on your mouse pad is a 0.005 embossed clear PVC that exceeds industry standards for wet and dry coefficient of friction for non-slip requirements. Over laminating film is coated with a UV stable acrylic adhesive system that bonds well to the printed base film.

Your printed base can consist of whatever material you desire, thanks to Masterpiece Graphix's highly developed coating techniques, which allow you to make the material of your choice digitally ready. When all three components are married together, your final product is a low cost, highly marketable peel and stick mouse pad your customers are sure to find valuable.

For more information on how to order the materials needed to produce your own peel and stick mouse pad, please contact Doug Watson at Masterpiece Graphix, 636-349-6401 x210, or [doug@mgxdigital.com](mailto:doug@mgxdigital.com)