

## Promobox mugs ideas

Let's be brutally honest, it may not be PC but it's true – people with ugly mugs simply don't get on in life as well as those with good looking ones! (And it's true of faces too, ho ho!). The purpose of this ideas sheet is to show you what can do to make your mugs more interesting (without resorting to plastic surgery!)

### Types of Mug

There are many different types of mug. You can choose (in order of approximate expense) from different materials – plastic, earthenware, porcelain, glass, bone china. But as with all promotional items, you need to think about your purpose. What conveys your brand image best (style, quality, colour)? What message/impression are you looking to give? Who are you giving them to? A plastic mug might be brilliant for people who work on building sites, for example, but could bomb in the boardroom!

Also, just choosing an interesting shape other than the Sparta or similar (below) will help. While the special shape may cost a little more, the end result will be more striking and help you stand out from the crowd.

#### Some Earthenware Shapes (not to scale)



Sparta

Latte

Marrow

Quadra

Regal

Rio

#### Some Porcelain Shapes (not to scale)



Mini Specta

Slim

College

Comfort

Globe

#### Some Special Feature Mugs (not to scale)

In addition to shape, there are other features that increase the impact of your mugs, as the examples below illustrate. For a price, mugs can even be moulded to your own 3D Design. Ask if you want to know more.



Spinner in handle

Coloured clip on handle

Frosted Glass

Frosted glass + plastic holder and stirrer

Heat revealing image

Special Lustre coating

But (this is a good news 'but', not a cruddy one), there are things you can do to make even a basic mug shape look better without too much additional expense. So contain yourself and READ ON!

### Print options

Whether you go for fun and funky or a more traditional design, an all over print is possible, even on curved surfaces like the example right. If you can afford it, go the extra mile as shown below left. The impact of unusual touches, often incurring only minor extra expense, can be considerable.



Printing onto the handle can 'lift' the appearance of a mug. It can be used to add a splash of unexpected colour and can deliver a message or carry a website address. (We can even print the raised rim on the style shown left) Whatever you decide on, printing in those extra areas is sure to convey a favourable impression.

Likewise, a subtly placed logo inside the rim can have a positive impact. The element of surprise, of encountering the unusual leaves the user with the notion of a thoughtful, out-of-the-ordinary, mature company that has elevated itself above its competition. Likewise a message or image at the bottom of the mug can have a positive impact.



Sometimes less is more, as in this example. Yes the mug is plain but the red ring and the contact details run all around the mug, even under the handle, an unusual detail that sets it apart. The open space above the print also hints at a company that is self assured and does not need to say too much about itself.

### Printing Techniques

There are a number of printing techniques used for printing ceramics. These areas follows though not all are available on all mugs:

1. Screen printing
2. Transfer printing
3. Laser etching! (yes, really!)
4. Dye Sublimation
5. Digital printing
6. Hand painting (usually just for bands on the rims and handle flashes)



**What other options do you have for boosting you mug?** Here are a few to think about:

1. Put a simple flash of colour onto the handle.
2. Use a special ink like a metallic gold or silver onto the mug (can work really well with dark glazes).
3. Have the glaze surface laser etched. (an image of this will follow)
4. Consider putting a message or image at the bottom of the mug.
5. Use gilt to give a classier overall look.
6. Print photographic images/designs using the latest digital printing techniques.
7. Print a coloured band all the way around the rim to pick up one of the logo colours

Then there are some other things to **be aware of**:

1. Dark glazes will affect the lighter print colours. Sometimes this effect can be reduced by underprinting the top colour with white, but not always.
2. Rounded surfaces will have smaller print areas generally, though this can often be overcome with multiple transfer prints.
3. Put very little, if any, contact info on the mug (perhaps a web address, but no more). Let's face it, do want to drink out of someone else's yellow pages entry? Concentrate on creating an aesthetic design, not a billboard, and it will get more use!
4. If you are printing on a budget, your design should not include tones and gradients in the colours. Though to some extent these can be achieved, they cost more. Stick with solid blocks of colour.
5. Very tight registration (ie different colours aligned very closely together) or small detail can be difficult as the surface of each mug is always slightly different.
6. Some of the fancier techniques are not always dishwasher safer and will gradually fade over time (gilt for example).

So there you have it – some ideas and suggestions, by no means exhaustive, but hopefully food for thought.