



# ELSO GRAPHICS



## Introducing the Exclusive Signature Mug

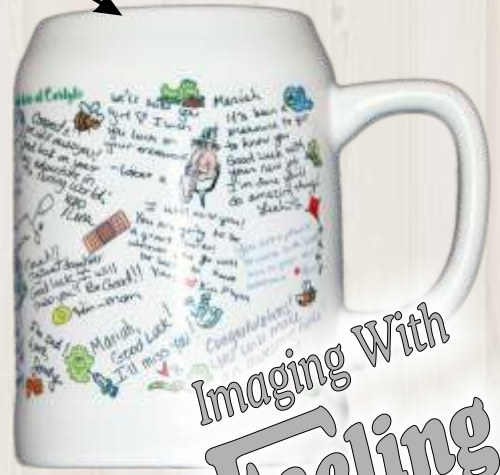
Announcing an exciting farewell gift idea! It's our exclusive "Signature Mug". There are many sites that offer uniquely different farewell gifts but most are "cookie cutter" gifts made unique by simply personalizing the gift with a message and recipients name or something (which we do also). Our farewell Signature Mug is uniquely different than any other going away gift out there.

For events that others would sign a card or something for a specific purpose/event of any kind, our "Signature Mug" project offers a unique twist of a long standing tradition.



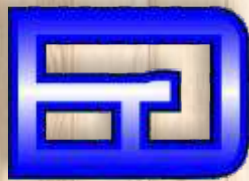
**TURN THIS**

**INTO THIS**



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## Steps in Creating Your Own Signature Mug

The process is really quite simple but will require a bit of planning and preparation. We will break it down into 3 steps:

### ☛ Step #1: Setting the signing stage

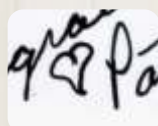
#### You will need

- 1 or more sheets of clean white paper
- A bold ball point pen. Recommend black gel pen but any color will work.
- A clean folder or envelope to keep your sheet(s) of paper in
- Recommend a clip board for convenient handling

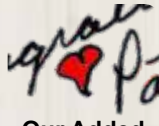
### ☛ Step #2: Collecting Signatures & Messages

It makes no difference on how large anyone writes or at what angle. Each signature/message will be individually extracted from the signed sheets of paper and then resized & rotated to best fit the final mug print. But there are a few points to avoid

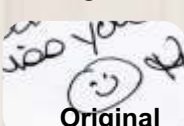
- ! Do not fold the sheet(s) of paper.
- ! If using more than 1 sheet of paper, keep a clean blank sheet of paper between each of the signed sheets.
- ! Avoid writing at the very edge of the sheet(s)
- ! Avoid any signature/messages from crossing or touching another signature/message when writing.
- ! No need to use color in the messages, we will add any spot coloring upon request.



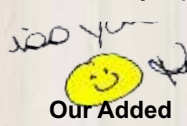
Original



Our Added Spot Color



Original



Our Added Spot Color

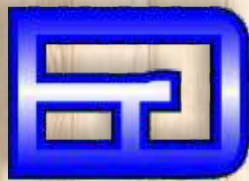


If you also wish to add an images, photos, logos etc then while collecting signatures/messages you should secure any other images etc you would like us to incorporate into the final layout/design. We will assist you upon request through the whole process and we may also offer ideas or suggestions as we move forward through your project.

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### ☛ Step #3: Getting the Signatures & Messages to us

This is the simple part, you have a couple options, you may get the physical pieces of signed paper to us either by mail or using one of our Concord affiliates such as "Seams To Fit" or "South Street Market" in Concord, NH.

If you have access to a scanner or steady hand and decent camera you can capture a high resolution photo of your sheets and e-mail them to directly to [nelson@elsographics.com](mailto:nelson@elsographics.com). (you may direct any questions or comments to this e-mail address)

## Common FAQs

### Q: How long will it take to get the signature mug ready to print?

A: Much of this will depend on how many signatures you have and how ready your other images, clip art and things are, but generally speaking, a typical scenario would be an employee would provide at least a 2 week notice when leaving a job. First week you collect signatures and secure all clip-art, photos, logos etc. (I will assist as needed upon request) Second week we assemble your print for you to approve then within 24 hours from approval your mug will be printed. Of course, keep in mind if we are mailing you mug to you, you will need to figure the transit time into the production.

### Q: Seems like this would time consuming project, how do you set pricing?

A: This is good question. Yes, it is a time intensive process. I offer it because it's uniquely different, so pricing is pretty simple. First is the cost of the selected mug with a full wrap print. From there, it's \$1.00 for each signature or message. From experience, most participants in the mug signing are happy to donate something to offset the cost.

### Q: Do you have the cute little clip art pieces like in the sample mug available to look through?

A: I have a large number of clips (over 1400 and growing) in my online design tool. I will soon have the library of clipart in a catalog fashion on my site for browsing, but I will assist in selecting these if you wish.

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**Hi, My name is Nelson, founder, and owner of Elso Graphics.**

It all began as a home hobby business back in 1993, under the name of Elso Graphics officially registering the name as a business here in the state of New Hampshire.

I was very much drawn into the graphics arena of my early computer days. I began with design layout creating business cards, restaurant menus, flyers, CD covers and just about anything else that was to result in print for local businesses and friends.

All around about 1995, I learned of this relatively young technology to the home PC world known as Dye Sublimation. This technology itself had been around for a while but more in prioritized systems often seen printing photo mugs in the malls around the holidays. These systems were expensive and didn't offer much if any flexibility beyond simply printing a photo onto a mug. If anyone remembers the old day photo mugs, it generally wasn't long before the picture faded away.

I became very intrigued by the concept of using my PC to print coffee mugs and such. Elso Graphics was then officially born as a registered DBA in NH. Elso Graphics markets a wide variety of personalized and custom printed items. Back in the early part of the century, before Goggle jumped in the front seat of the search engines and dominated the Internet, Elso Graphics thrived very well in Internet sales.

The outdated Elso Graphics website lost search engine visibility due to its lack of mobile-friendliness, prompting me to face the significant challenge of retrofitting it for compatibility with smartphones in my DIY home business venture.

The one thing you can always expect from us is our slogan,  
*"Personalized Service For Your Personalized Mug!"*

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