

Practical guide to choosing personalised placemats

Checklists and comparisons to choose format, material and customisation based on use

1. Start with the format

Format	When to choose it	Strength
Placemat	Bars, restaurants, breakfasts, quick lunches, gift sets	Compact, practical and easy to integrate into a table setting
Table runner	Curated table settings, indoor and outdoor environments, displays	Highlights the centre of the table and pairs well with a centrepiece
Tablecloth	Banquets, trade fairs and corporate events	Covers the whole table and offers a large visual surface

2. Choose the material based on use

Material	Practical guidance
Paper	Suitable for informal settings and quick meals; it is not intended for washing.
Smooth leatherette	Suitable for indoor settings when a more elegant look is required.
Polyester	Versatile and suitable for frequent use; it may be compatible with sublimation if the product allows it.
RPET microfibre	Soft and lightweight; on compatible models, sublimation allows large prints and crisp colours.
Silicone / polypropylene	Materials resistant to stains and moisture, practical to clean and preserve.
Bamboo	Best suited to indoor use; repeated washing is not recommended.

3. Match printing technique and artwork

Sublimation	To be considered on white polyester products or suitably treated items. Suitable for full-colour artwork and, when the product allows it, large print areas.
Screen printing	Applicable to several materials and suitable for logos or wording with a limited number of colours. The master indicates up to four colours.

Before approving the artwork, always check the available print area on the product page: on some models it can be very large, while on others it is limited to part of the surface.

4. Checklist before ordering

- 1. Use:** breakfast, catering, event, gift or promotional campaign?
- 2. Environment:** indoors, outdoors or both?
- 3. Format:** placemat, table runner or tablecloth?
- 4. Material:** is the priority elegance, lightness, durability or ease of cleaning?
- 5. Artwork:** simple logo, wording or full-colour creative?
- 6. Print area:** are the position and size of the branding compatible with the selected model?
- 7. Sample:** for important projects, consider a sample before placing the full order.

5. Three mistakes to avoid

- Assuming that all materials can be washed in the same way.
- Choosing the printing technique without considering the material and the number of colours in the artwork.
- Preparing the logo before checking the product's actual print area.

6. A practical example: welcome gift for a new home

For a real estate agency or a construction company, placemats can become the focal point of a welcome kit, accompanied by personalised mugs and glasses.

Learn more online

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Note: materials, print areas and available techniques may vary from one item to another. For the final choice, refer to the product page of the selected item.