

PARIS GROUP INC. (ASI/76159)

## Lasting Logos On Porcelain, Ceramic Or Glass

*Get creative with your clients when presenting ideas for imprinted plates, mugs or floor/wall tiles. The experts at Paris Group will provide you high-quality, permanent solutions.*

Mugs and plates are longtime favored promotional products. The challenge, however, is the impermanence of generic decorative methods, such as screen-printed decals on mugs or the inability to decorate a plate rim to rim. Fortunately there is a new approach to decoration. Paris Group Inc. has new technology that allows full-color printing on anything porcelain, ceramic or glass.

It's a method that Eric Partanen, president of Paris Group, describes as "chemology." Think of ancient cave paintings of civilizations centuries ago, drawings that have endured and are still colorful to this day. Partanen took inspiration from those remarkable images that were created using natural inks that saturated the clay walls. Why not produce clay, porcelain and glass promotional items in the same way? "If you use the right kind of natural inks applied with the right technology you can create full-color art that stands the test of time," he says. Not only do the mugs, plates and wall/floor tiles decorated with chemology endure over decades, they can be imprinted in full, photographic color across the total area of the item.

This matters a great deal. Frequently, mug or plate decoration is limited by safety regulations, and can only cover the mug with an image that starts at an inch below the "lip line." The policy ensures that any toxic materials, such as lead in the ink, isn't ingested. "Our mugs and plates use natural inks that are lead-free, allowing you to cover the entire



**"Our mugs and plates use natural inks that are lead-free, allowing you to cover the entire product with artwork."**

ERIC PARTANEN, PARIS GROUP INC.

product with artwork," Partanen says. "They also have a 25-year warranty that they'll not fade." The process is environmentally friendly, which is an important consideration for a growing number of buyers.

Even when a client needs tiles for a floor or wall, Paris Group's chemology yields a lasting impression that does not fade or wear away. Partanen has created floors for restaurants, murals for spas and even the image of a shark for a pool bottom. Recently, a restaurant chain wanted a custom image of its logo to go on tile in the middle of the entrance for 100 outlets. The ideas are limitless for porcelain, ceramic and glass objects. Consider any of your clients as potential buyers. Corporations can place their logo

on the wall behind the headquarter's reception desk. Clubs and resorts can decorate their showers and changing rooms with a membership seal. A restaurant can carry through a theme on its plates, glasses, etc. Souvenir shops can sell coasters or mugs with photographic images of a tourist site.

When you present ideas for mugs, plates and tiles, set yourself apart from competitors. They may be cheap, but they cannot provide the 25-year guarantee that Paris offers, which has never been needed. It also helps that Paris Group can make a single mug or a thousand. There are no minimum requirements. Turn time is within a week. And, most important, quality is clear, reproducing images at up to 1,200 dpi.

These benefits matter because your reputation as a distributor and your client's reputation are important. A porcelain, ceramic or glass promotion from Paris Group protects that reputation. Its products and process represent strength, durability, value and timeliness. The support and service you receive from your first contact with the experts at Paris Group through the entire ordering and presentation process is personalized. If you know what you want and have artwork ready, that's great. If, however, you have a rough idea but no design, it's no problem. "We will help you find the right image or assist with artwork," Partanen says. Every order is customized. To learn more go to [www.picturedtile.com](http://www.picturedtile.com) and [www.PhotoPlates.net](http://www.PhotoPlates.net).