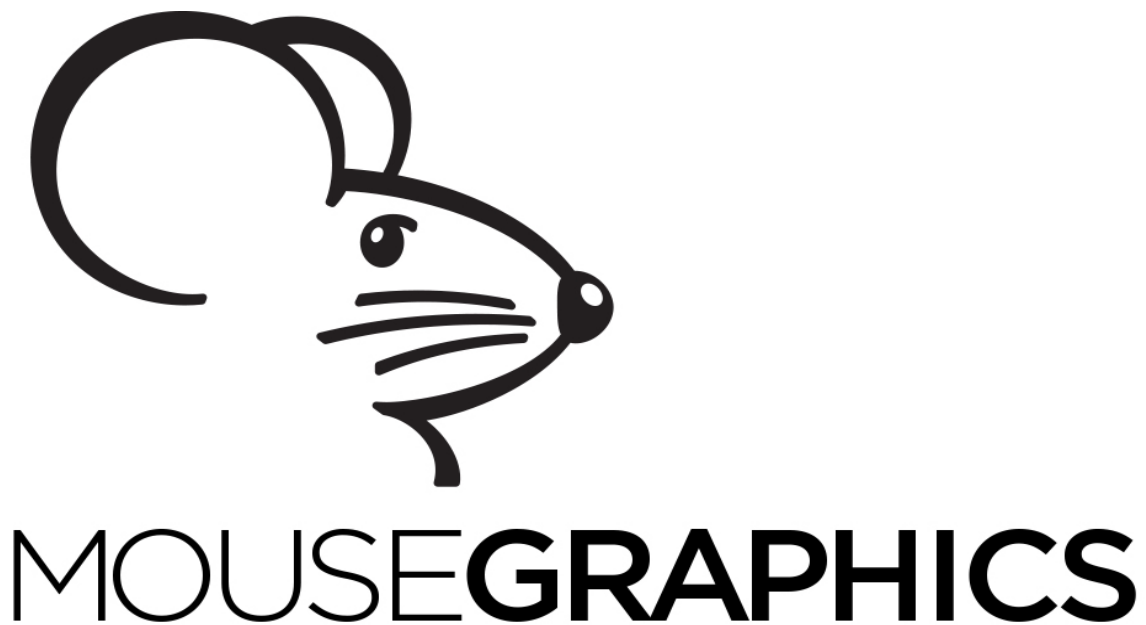




Mousegraphics Unveils Refreshed Brand With Expanded Focus on Custom Sticker and Label Printing

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Mousegraphics, a family-owned printing company in Tempe, Arizona, has introduced a refreshed brand identity and a more specialized approach to its printing services, placing custom stickers and labels at the center of its updated product offerings. The rebranding reflects the company's decision to focus on specific printing categories while maintaining its established commercial printing services for businesses throughout the Phoenix metropolitan area.

Founded in 1989, Mousegraphics has spent more than three decades providing printing and graphic solutions to Arizona businesses. Its refreshed brand places greater emphasis on custom stickers, product labels, event and trade show materials, small-format printing, and architectural reprographics. The updated positioning is intended to make the company's specialty printing capabilities easier for customers to identify while presenting a clearer product-focused direction.

A significant component of the rebranding is Mousegraphics' increased emphasis on custom sticker and label production. The company offers in-house printing and cutting for applications ranging from promotional giveaways and branded merchandise to retail packaging and industrial labeling. Customers can choose from

die-cut stickers, kiss-cut sticker sheets, product labels, logo stickers, window decals, and custom-shaped graphics.

Available material options include gloss and matte vinyl, clear vinyl, holographic finishes, metallic materials, and specialty adhesives for applications that may require different levels of durability or surface compatibility. The expanded product focus is intended to serve businesses seeking customized branding and packaging solutions, including retailers, restaurants, manufacturers, event organizers, and independent brands.

Mousegraphics produces custom stickers and labels at its Tempe facility, allowing the company to coordinate artwork preparation, material selection, proofing, printing, and cutting as part of one production process. Typical turnaround times vary according to project specifications, quantity, material selection, and finishing requirements. Expanded sticker production capacity has allowed Mousegraphics to reduce costs to the customer, marking their place as a leading sticker printing facility.

The refreshed brand also introduces a clearer organization of Mousegraphics' broader product offerings. Alongside sticker and label services, the company continues to provide event and trade show printing, including retractable banners, portable displays, table throws, and promotional graphics. Small-format printing remains part of its operations, with business cards, brochures, flyers, postcards, and other marketing materials available for businesses requiring traditional printed collateral.

Mousegraphics also continues to provide architectural reprographic services, including blueprint printing, large-format document copying, and scanning for architects, engineers, construction companies, and other commercial customers. For projects requiring specialized fabrication or production capabilities beyond its facility, the company works with established printing partners to coordinate customer orders.

As part of its updated direction, Mousegraphics is placing greater emphasis on making specialty printing services easier to access and understand. The company is also developing a more streamlined online ordering experience for sticker products intended to complement its existing custom-service model and in-person production support.

Customers can continue to request quotes, submit artwork, and discuss project requirements directly with the Mousegraphics team. The refreshed brand represents a shift toward a more defined product portfolio while preserving the company's established relationships with commercial printing customers throughout Tempe, Scottsdale, Phoenix, Mesa, and surrounding communities.

Mousegraphics is a family-owned printing company established in 1989 and located in Tempe, Arizona. The

company specializes in custom sticker and label printing, commercial printing, event and trade show graphics, and architectural reprographic services. With more than 30 years of printing experience, Mousegraphics serves businesses, organizations, and individuals throughout the Phoenix metropolitan area.

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Mousegraphics

At Mousegraphics, your local Arizona print shop in Tempe, we are The Digital Specialists. We offer the highest quality Digital Print Services using a wide range of printers to meet all your imaging needs.

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