

5 REASONS to switch to PAPER GIFT CARDS WITH OPTIMUM CARD SOLUTIONS

COST

Not only are the materials more cost effective, but our paper card production process is more streamlined than the PVC process.

PVC	VS	PAPER
<p>Fossil Fuel Based Production </p> <p>Multi Step Production Process </p> <p>Printing sheets in multiple passes</p> <p>Lamination</p> <p>Applying Magnetic Stripe</p> <p>Die Cutting Cards</p> <p>Encoding Mag Stripe/Numbering</p> <p>Releases toxins into landfills and never fully decomposes </p>		<p>FSC Sourced Paper </p> <p>Single Step Web Production Process </p> <p>Curbside Recyclable when used </p>

PERFORMANCE

There are over a billion paper cards out in the marketplace, with no reported failures.

AESTHETICS

Paper cards look, act, and feel like conventional cards, but can accommodate many more design options like embossing, debossing, foil, and special inks like glitter, kinetic movement, soft touch, and raised varnishes for much less than plastic card production.

SUSTAINABILITY

We advocate the responsible use of forest resources, which is why we are FSC® certified.



The mark of responsible forestry

We use water soluble ink and adhesive, and our cards are recyclable. This means that for every 500 cards you produce in paper instead of plastic, you save 5.5 pounds of non-biodegradable PVC from going into landfills.

In a survey of consumers, corporate social responsibility affects*:

- 88% Level of loyalty
- 84% What they buy or where they shop
- 82% Product/service recommendations
- 79% Where they work

INDUSTRY TREND

Take a look at some of the brands that have made the switch to paper since 2011:



*2015 Cone Communications/Ebiquity Global CSR Study