



## Z-CARD<sup>®</sup> The Original

Below are our most popular Z-CARD<sup>®</sup> sizes. There are many options for customising inserts and covers. The smallest cover size we offer is 48mm x 48mm and the largest is 210mm x 300mm. All sizes in between these are possible.

## SPECIFICATIONS

### Credit Card\*

Cover: 54mm x 85mm  
**4 Panel**  
 Insert: 234mm x 200mm  
**6 Panel**  
 Insert: 234mm x 300mm  
**8 Panel**  
 Insert: 234mm x 400mm

### Pocket Card\*

Cover: 78mm x 108mm  
**4 Panel**  
 Insert: 297mm x 280mm  
**6 Panel**  
 Insert: 297mm x 420mm  
**8 Panel**  
 Insert: 297mm x 560mm

### Handy Card\*

Cover: 106mm x 146mm  
**4 Panel**  
 Insert: 420mm x 400mm  
**6 Panel**  
 Insert: 420mm x 600mm  
**8 Panel**  
 Insert: 420mm x 800mm

*\*Available in up to 11 panels*

### SUBSTRATES

Our products are available in a wide range of stocks and finishes. Our most popular but not limited to are:

#### Insert Stocks

- 70gsm Uncoated Bond
- 100gsm - 113gsm Hi - Q Matt or Gloss
- 85 Cyclus Offset (Recycled)

#### Cover Stocks

- 300gsm 1 Sided Printkote Crescendo
- 300gsm Hi - Q Matt
- 350gsm Cyclus Print (Recycled)

#### Cover Finishes

- Overall Matt or Gloss UV Varnish
- Spot, Matt or Gloss UV Varnish
- Gloss Lamination
- Matt Lamination



# ENHANCEMENTS

Our Z-CARD®s can be enhanced in a number of ways. If you don't see exactly what you need, we can find a solution.

## 1 Custom Covers

The options for customising Z-CARD® covers are almost limitless, a few examples include:

### Shaped covers

We can create a bespoke cover in the shape of your product to enhance brand synergy. Popular designs include mobile phone and football-shaped covers.

### Bottlehangs

We can create a bespoke bottlehang cover, designing the Z-CARD® to fit perfectly on your product.

### Tear-off covers

We can incorporate a redemption voucher or response mechanism using an extended cover with perforation.

### Power pocket

We can customise your Z-CARD® covers to hold travel cards, hotel key cards, vouchers, security tags or any other type of card!

### Weather proof covers

All-weather paper can be used to make your Z-CARD® 'weather proof'.

### Lenticular lens covers

Using a lenticular lens cover you can convey a different image from every angle.

## 2 Custom Inserts

We can customise the insert of a Z-CARD® using a number of different stocks or finishes. Popular options for customising inserts include:

### Perforation/tear-off section

Insert panels can be perforated to incorporate tear-off promotional coupons, application forms and response slips.

### Mailing options

Mail-ready response mechanisms can be incorporated into the insert, by including extended tear-off panels, with rewettable glue for sealing and posting the response.

### Weather proof inserts

All-weather paper can be used to make your Z-CARD® 'weather proof'. This unique, durable stock is designed to endure excessive wear and tear and rainy weather conditions!

## 3 Personalisation | Variable Printing

We can personalise any Z-CARD® format to target individual customers, improving response rates and increasing the value of your campaign. This includes personalisation options on the cover or insert of the Z-CARD®. This is particularly recommended on our short-run digitally printed Z-CARD®s and all direct mail options. Features include:

- Sequential numbering
- Latex scratch panels
- Unique codes
- Individualised addresses and greeting

## 4 Tabbing & Flow Wrapping

We can 'close' your Z-CARD®s using semi-permanent stickers/tabs. These tabs can help keep the Z-CARD®s closed for transportation, tipping into magazines and other distribution methods.

### Tabbing

- Help you to comply with distribution and fulfillment requirements
- Keep the Z-CARD®s closed during transportation and handling

### Flow Wrapping

We can flow wrap all of our Z-CARD®s using various substrates from normal flow wrap film to food grade packaging. Flow wrapped Z-CARD®s are ideal for inserting into magazines and for distributing in or on pack, delivering your message directly alongside your product. Benefits include:

- Help you to comply with distribution and fulfillment requirements
- Keep the Z-CARD®s closed during transportation and handling
- Suitable for meal tray distribution using food grade flow wrap

## 5 RFID

We can add an RFID cover to your Z-CARD®, to provide a combined ticketing and information solution. RFID technology uses radio waves to exchange data between a reader and a slim electronic tag, which can be contained within a Z-CARD®. This is ideal for events or transport companies that want to deliver an all-in-one compact, portable solution combining a ticket and user information. Benefits include:

- All in one solution
- Compact, retainable format
- Ability to measure results

## 6 OR Codes

We can help you to bridge the gap between print and digital by incorporating a QR code into your Z-CARD® artwork and tracking its success. QR codes are 2D barcodes that can be scanned using smartphones. The phone translates the code into a web address, directing the customer to the chosen mobile site. QR code scans are easy to measure, allowing businesses to track customer interaction and assess effectiveness.

Features include:

- Measurable interaction
- Colour options to reflect branding
- Links to online content such as videos, e-business cards, or mobile sites
- Report packages available
- Re-direction options to different URLs

## 7 Augmented Reality

Augmented Reality is a stunning technology that allows you to bridge the gap between your print and digital communications. Augmented Reality can help you to:

- Drive people online to a particular website
- Engage a younger target audience
- Encourage higher levels of brand engagement
- Create additional impact for your campaign

Augmented Reality can be applied to any Z-CARD® format, leading the user to an online experience that can deliver high levels of engagement, interaction and ROI. Using Augmented Reality and a web camera, a printed picture on the Z-CARD® is transformed into a 3D or moving image on-screen.

# DISTRIBUTION OPTIONS

## 1 Display Boxes & Point of Sale

Take Z-CARD®s to your customers and increase your pick-up rates with our wide range of display boxes and Point of Sale options. These high impact, high visibility distribution methods are an excellent alternative to handing out information. With floor standing and table top capabilities, all of our displays can be tailored to your requirements, ensuring brand synergy. Please contact our sales team to discuss design, materials and finishing options. Benefits include:

- One point of contact for all your requirements
- Opportunities for additional branding
- Improved efficiencies and reduced costs

We can also advise on how best to use displays and POS stands, to put your message into the hands of your target audience at the right time and in the right place.

## 2 Plastic Wallets

Keep your Z-CARD®s safe with a plastic outer wallet. We offer a number of wallet options including travel card holders and key-ring or lanyard wallets, to keep your message on person. Benefits include:

- Keeps your Z-CARD® secure
- Increases retention rates
- Opportunities for cross promotion
- One point of contact for all your requirements

## 3 Publication Tip Ins

Make your magazine advert stand out with a tipped-in Z-CARD®. We have experience of working with printing and fulfillment houses and we are happy to liaise with them on your behalf. We can arrange for your Z-CARD®s to be tipped on the front cover of a magazine, on an advert inside the magazine, or loosely inserted into the magazine packaging. We have facilitated tip-ins in publications including Condé Nast Traveller, Glamour, More and Heat. Benefits:

- Cross branding
- Highly targeted distribution option - message delivered directly to your target audience
- High impact
- Magazine opens at the point of tip-in
- One point of contact for all your requirements



Plastic Wallet

Plastic Wallet with Key-ring

Dispenser