

APPLICATIONS

ID Cards
Loyalty/Membership Cards
Business Rewards
VIP/Donor Recognition
Coupons
Event Schedules/ Reminders
Tickets
Calendar Cards
Contact List Cards
Business Cards
Decals

Integrated solutions help printers and their customers speed time to market, reduce total cost of production and increase overall response rates of mailings.

- **Excess printing steps eliminated**
- **Assembly time reduced**
- **Postage saved**

Not all ID cards are alike. It all depends on the application how long it needs to last, how it will be used, and where you want it placed. Choose the substrate that meets your application needs

- **Uncoated**
- **C1S**
- **Magnets**
- **Permanent Adhesive**
- **Removable Adhesive**
- **Synthetic**

According to InfoTrends, A full-color piece with deeper personalization (in the form of a purchase history) yielded a response rate of 6.5% well above the standard direct mail response rate of 2 to 4%. Try integrating variable data in creative forms such as:

- **Photos**
- **Maps**
- **Colors**
- **Purchase History**
- **Personalized URLs**
- **QR Codes**

Consider our several offerings within the ID card segment

- **Mohawk Embedded Magnet Card***
- **Mohawk Embedded Synthetic Card***
- **Xerox DocuCard**
- **Xerox LaserCard**
- **Xerox DocuGlossCard**
- **Xerox DuraCard**
- **Xerox ValuPeelCard**
- **Xerox ClientCard**
- **Xerox ValuPerfCard**
- **Xerox Perf Out Card**

While many jobs can work in standard stock offerings, there are opportunities that require more complex, customized solutions. Please work with your sales rep to help prescribe the offering to meet your need.