

UNSECURED CARDS

Did you know that the average redemption rate of gift cards is only 70%, leaving 30% profit on the table? Increase your sales of gift cards in store by using lenticular to make your card stand out and get noticed. They can also be used for exciting phone cards, calendar cards, membership cards, tip ons for mailers and much more.

APPLICATIONS

- Retail
- Gift Card
- Museum and Zoo
- Entertainment
- University Book Store
- Food and Beverage
- Calendar Cards
- Direct Mail Tip On
- Membership Card

SPECIFICATIONS

- 14 mil lens
- Backers: 13 mil White Ridged PVC, printable backer, barrier film, magnet, adhesive and more
- Bar Code or Magnetic Stripe
- Size: 2 1/8" H x 3 3/8" W

BENEFITS

- Profitable
- Unique Medium
- Increased Perceived Value



RR DONNELLEY

201 E. Progress Dr. • West Bend, WI 53095

For more information contact a
Product Specialist at **262-338-6101**