

FACT SHEET

INTEGRATED PRODUCTS

Two into one does go!

At CDP we aim to keep our customers as up to date as possible with the most recent developments in print production and finishing technology, which we believe may be of benefit to their organisations. One of the main product areas, where there have been many such innovations, has been alternative solutions for combining forms and labels, or forms and cards into the one document - these are integrated products.

Why integrate?

There are many benefits to introducing the use of integral products:-

Ideal applications

| Combined Forms & Labels | Combined Forms & Cards |
|--------------------------------|------------------------|
| Pick & Pack documents | Membership Cards |
| Despatch notes | ID Cards |
| Quality control & routing docs | Passes |
| Returns documents | Direct Mail |
| Direct Mail | Loyalty Cards |
| Delivery Notes | Incentive Cards |
| "Yes / No" labels | Permits |

- Documents become multi-functional, as well as quicker and easier to process.
- You only have to do one print run, instead of two or more.

- The colour match between both documents is perfect as they are printed at the same time on the same press.
- No matching up of the separate forms & labels (or cards) is required.
- A reply paid card can be personalised at the same time as the letter, making it quicker and easier for the recipient of your mailings to respond.
- The appearance of the document itself is improved. It looks innovative, and will project an enhanced corporate image.
- If used in a mailshot, such features involve the recipient to interact with the mailing ie peeling off a label which has to be applied somewhere else. This encourages participation and response.

Product Range – Combining forms with labels or cards:

| Combined Forms & Labels | Combined Forms & Cards |
|----------------------------|---------------------------|
| Applied labels | Applied cards |
| Piggy-back labels | Peel-out cards |
| Integral labels | Pop-out cards |
| Peel & Reveal Labels | Butterfly Cards |
| Double Take forms & labels | Double Take forms & cards |

N.B. All of the above products can be supplied in continuous or sheet format.

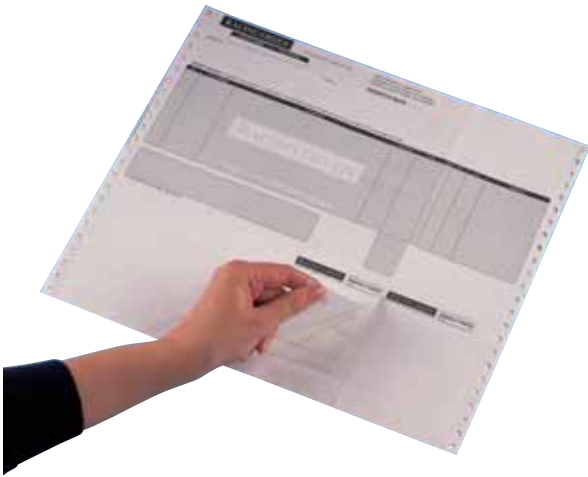


Applied or "piggyback" labels

This is the most cost effective way of combining forms and labels, whereby a self-adhesive label with its backing is literally "applied" to your form. Various options are available, including Duocopy labels, if you want to retain an image of what is printed onto the label after it is removed from the form. CF coated labels can also be used in a multi-part form if you want your label to accept an image that is printed onto the sheet above or below it. However applied labels are only suitable for processing manually or through impact printers. They are not laser compatible, as the labels stand proud on the form, and could catch and peel off inside your laser printer.

Integral labels

Forms with integral labels can be processed through either impact or laser printers. A self-adhesive backing patch is applied to the reverse of the form, and the face is die-cut to create a label. As the surface of the form is completely level with no ridges to catch while processing, this is a much better option if there is any concern about how easily the forms will run through your impact or laser printer.



Integral labels are also superior in appearance to applied ones, as by their very nature of production, they are a part of the form, rather than something that has just been "stuck" onto it. In addition, your labels will be made of exactly the same material as your form, and they can be pre-printed in the same press pass, thus ensuring total consistency of quality, colours and corporate image on both your forms and labels. As with applied labels, special silicones can be used to create a duocopy effect if required, - but on impact printers only.

Double Take forms and labels

"Double Take" is the registered name for a product which is constructed from two different materials that are bonded together. Double Take is the most cost effective method for producing longer runs that need multiple labels - such as personalised address labels or various discount / timed buying labels.

As with integral labels, you can print both the form and labels in the same press pass, ensuring consistency of colours, and the labels can be cut to any shape or size.

Double Take form & card

This is where two different substrates, a form and a card are actually bonded together to create a single document.

This is ideal for direct mail applications where a letter and card can be combined, both of which can then be personalised at the same time.

These forms are suitable to run on both impact and laser printers.

CARDS LABELS FORMS

Applied or "piggyback" labels



Double Take forms and labels



Applied cards



Applied cards

These cards are produced and printed separately before being affixed to the form with spots of clean release glue. The type and weight of cards to choose from will vary depending on the type of printer on which the form is to be processed. Laser compatible applied cards are available, but if it is the first time you've considered using them, it is best to ask for a test pack first.

Integral cards

These usually provide a more cost effective and trouble-free solution than applied cards, and there are now a number of variations of integral cards available :-

Pop-out cards

These are produced in a similar way to integral labels, whereby a self adhesive laminate is applied to the face and/or reverse of the form, and then die-cut leaving selective ties in place to create a card which can be punched out of the carrier sheet.

Peel-out cards

These use a special release adhesive which is applied as a patch to the reverse of the form. This is a superior card which has a clean die-cut edge, as no ties are required to hold the card in place.

Butterfly cards

These are ideal for applications where the security of the data printed onto the card is critical and/or where you want to add a photo or signature before the card is encapsulated. These cards are produced in such a way that once the form is processed through your printer, any variable data such as name and address details or bar codes, as well as any photographs or signatures, can then be protected by having a self-adhesive laminate folded over the face of the card.

All integral cards can be produced with either matt or gloss laminates, which are suitable for both impact and laser printers. However, if you intend to laser print onto the actual card, a matt laminate is recommended as the laser toner will fuse onto this more permanently than onto a gloss finish.

I like the idea...so where do I start?

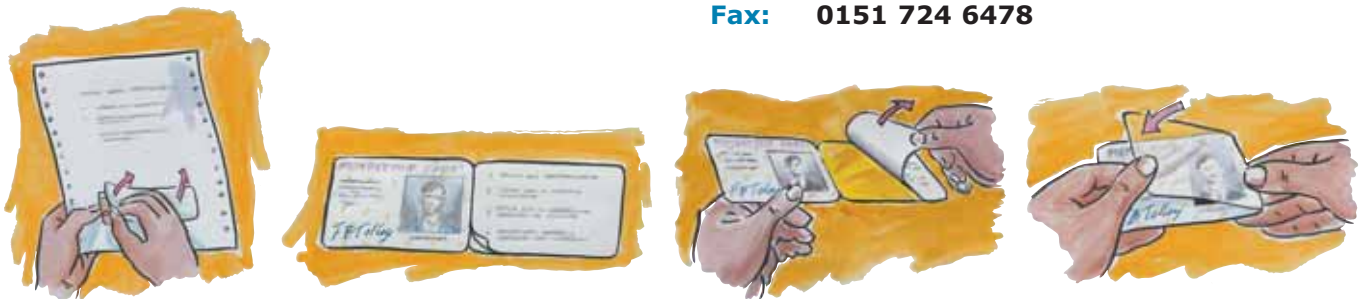
On the back page we have set out a Guide to Integrated Products that will guide you through the information we need to help you decide on which format and style you require.

If you need further information and samples then please contact us and we'll do the rest:

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COMBINEDPIGGYBACKDO

Pop-out cards



Peel-out cards



"Double Take" form and card

