

Plastic and Paper Cards for you.

Blues Limited specializes in high quality (litho / offset print) pre-paid scratch-off cards highly equipped with personalization. These cards are mostly intended for telecommunication companies and mobile operators; however we also provide all other type of cards for different users – transport companies, financial and health care services, hotels, food chains, brick 'n' mortar as well as Internet stores etc.

Main Cards Benefits

Cards represent an extremely effective marketing medium for all kinds of businesses. The main advantages of these cards are that they:

- Enhance customer loyalty
- Encourage repeated business and increase in sales
- Give the opportunity to personalize marketing and promotional information
- Generate more sales
- Are easy to carry - heightened sense of security and easy of payment
- Enable higher control of the funds prior to the delivery of any merchandise or services
- Enhance corporate image

Type of Cards

What types of cards we produce?

Standard Cards

- Loyalty cards
- Purchase cards
- Customer cards
- Hotel keys with a magnetic stripe
- Gift certificates
- Luggage tags and calendars
- Business cards
- Other advertising cards

Pre-paid and Scratch off cards

(PVC or paper cards/vouchers with PIN, bar code and further personalization, mostly wrapped in transparent foil)

- Cards for fixed lines
- Re-charge vouchers for mobile operators
- Internet calling cards
- Recharge cards for satellite companies
- Lottery tickets

Contactless Cards

- ID Cards
- Loyalty Cards
- Electronic wallets
- City transport and Travel
- Entertainment Cards
- Gift Cards

IC / Smart - Contact Cards

- SIM Cards
- Phone Cards
- Key Access Cards
- Ski passes

Encrypting Access Cards

- Other Security Cards



Personalization

- *Encoding of Magnetic stripes (LoCo, Meco, HiCo)*
- *Application of Scratch-off panels*
- *Ink – jet printing or numbering*
- *Embossing*
- *Thermal printing (text, numbers, bar codes, photographs etc.)*
- *Application of Signature panels*
- *Hot stamping of holograms 2D/3D*

All types of mentioned cards can be made from multi-layer PVC (both side laminated or varnished), PVC, polyester (polystyrene), paper or paperboard cards.

For phone cards:

Most cards are made of multi-layer PVC. Prepaid cards are made from paper and polystyrene and phone contact chip cards are made from varnished ABS.

Scratch-off fields:

Scratch-off fields consist of special layer that covers printed data on a card (mostly code numbers). Prepaid fields are used in particular for prepaid cards in the telecommunications field.

There are basically three types of scratch-off fields - holographic (use as standard), metallic and latex colour.

All types of mentioned cards can be made from multi-layer PVC (both side laminated), polystyrene, G plastic, paper or other materials. Even if plastic cards are more expensive than paper ones, we can recommend them for their flexibility, time and temperature durability. Cards can be produced in standard "ISO" size (86 x 54 mm) or as "Key tags Cards".

Packing:

Production of plastic cards We can pack individual cards or various groups in the form of folders in transparent (clear) plastic (similar to phone cards). Groups of cards, individual packs or boxes can be packed in spring foil.

Direct mailing:

So that it is possible to send cards to individual users along with flyers or other printed papers we make sure that the printing of these materials and their completions is done along with cards. On the basis of marketing requirements from our customers we make sure that cards are sent individually either to the direct mailing address of the customers or to respective post offices according to the post-code-for any marketing scheme.



Material:

The most laminated cards are made of multi-layer PVC. Chip cards are made from ABS as well.

Thickness:

The common size of laminated cards produced are 0,30 / 0,40 / 0,50 / 0,76 mm (0.60 mm are also produced as exception), 0,80 through to 0.84 mm for chip cards.

Printing:

UV offset (Litho)

We usually use CMYK or direct colours according to Pantone. Screen printing - all area printing of special, metallic colours and signature fields. Special lamination foil with adhesive is used in case of "bleeding".

Digital printing

Although it is slightly lower quality, digital printing reduces the production costs of cards.

Magnetic tapes:

- *LoCo (compactness 300 Oe, lower resistance against the effects of external magnetic fields),*
- *MeCo (compactness 2750 Oe, is only used as a new standard for VISA bank cards)*
- *HiCo (compactness 4000 Oe, is highly resistant against the effects of external magnetic fields)*

Signature fields:

Are printed by screen-printing, this is the standard (white, coloured or transparent). Paper roll-on editions of up to 5,000 pieces can be made for a lower price.

For more information contact



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Scratch-Off fields:

Special layer for the covering of printed data on a card (mostly code numbers), used in particular for prepaid cards in the field of telecommunications

Holographs:

To secure cards and their authenticity, 2D/3D holograms are used, either Auto adhesion or Hot Stamping. There is budget price for a minimum of 10,000 pieces.

Thermal Printing:

Colour or monochromatic printing is used for small editions of cards

- *Monochromatic printing is used for bar codes and other variable data*
- *Resolution: 300 DPI maximum*

Embossing:

Relief stamping of selected symbols (names, numbers, special symbols)

Card tipping - colour accentuation of character tops (most common colours used are black, silver and gold; however various colour shades can be used both in gloss and matt).

Coding:

We provide coding for all three tracks types: Lo-Co, Me-Co and Hi-Co magnetic cards.

Hot-stamping:

Hot Stamping of all types of holograms or text and logo stamping through special metallic foils as well as signature field and scratch-off field stamping.