

## Packaging Range: Deliver your card in style



# VIP Pack



Exclusive customers deserve exclusive cards. Exclusive cards must be delivered to customer assuring him a purchase experience that must be uniquely positive. We designed this VIP Case so that:

- > The Packaging has to be different than for a regular card,
- > It must be impressive, but not too flashy or 'show off', mainly black or dark,
- > The card holder keeps it to archive in it the brochure/letters/contacts...
- > A book format is practical so it could find a place in shelf.

For our customer, the bank, it has several benefits:

- > Format that can be send by post, under a bubble envelope,
- > May carry the brand, contact, legal T&C and KYC,
- > May carry a catalogue of exclusive benefits related to the card,
- > May Additional club card, reader/token, material (wallet),

### > Standard features

- Size : 265x150x22 mm
- Material: Ensocoat 300 g/m<sup>2</sup> - couché 1 side., black printed + 2 PMS + satin varnish recto only. Verso not printed. Satin cover,
- Magnets to close.
- Include a card, leather wallet (real or emulation) and personalized letter.
- Inside the pack
  - Special cardboard 260 gsm with black velvet on the front side
  - Die-cutting
  - Sponge, grey
  - Envelope 235x80 on the cover (for letter)