

Advice & Limitations

Metal Business Cards

Remember we're not trying to scare you off your design with all the limitations!

We will work with you to realise your design concept the way you envisage it.

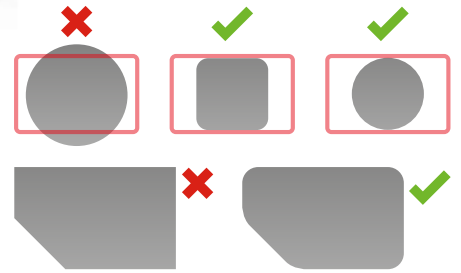
Just ask :)

Shape of Card

We can produce any shape of metal card you need at no extra cost but there are 2 limitations you need to consider before designing your card:

1: *Size* - So that you don't incur any extra costs, your business card dimensions will need to fit inside our 86mm x 54mm (3.385" x 2.125") template.

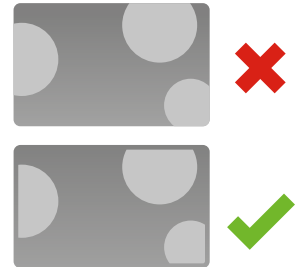
2: *Sharpness* - Bear in mind with your design that a pointed piece of 200 micron stainless steel would be very sharp. If you use right angles on the edge of your card please remember to bevel the angle so that it will be smooth enough for people to handle safely.



Bleed

Unfortunately we cannot run etching right up to the edge of the card. The reason for this is because etching on the edge of the card makes the edge of the card very thin and consequently very sharp.

We leave a 1mm border around the edge of the card where no cut throughs or etchings happen. This means we can leave a safe rim around the card. There is a red border in place on this template which represents the area which we leave free of cut throughs and etching.



Text Size

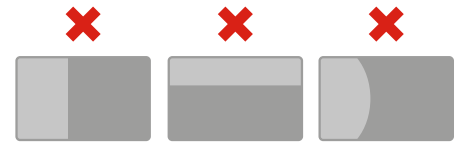
There are not too many issues regarding point size of fonts with metal business cards. The only issue you need to consider is how small you want the text. We can etch very small detailed fonts with metal, but we find they get too small to be read at around the 3 / 4pt size.

This is 7pt Gill Sans (Sans Serif Font)
This is 7pt Calisto (Serif Font)
This is 6pt Gill Sans (Sans Serif Font)
This is 6pt Calisto (Serif Font)
This is 5pt Gill Sans (Sans Serif Font)
This is 5pt Calisto (Serif Font)
This is 4pt Gill Sans (Sans Serif Font)
This is 4pt Calisto (Serif Font)
This is 3pt Gill Sans (Sans Serif Font)
This is 3pt Calisto (Serif Font)

Etching

Etching is created by literally etching just over half way into the stainless steel to reveal the lighter core. We are not really limited to how detailed you would like to be as the process is incredibly accurate, however there are some limitations with etching large areas of the card.

If the area you need etched is too large then the card will bow very slightly. This is because it weakens the structure of the metal. This is not an exact science but here are some examples of cards with too much etching:



Cut Throughs

The main thing to remember when you need areas, shapes or text cut through is to make it structurally sound. For instance with letters, let's say we needed an 'O' cut out, the area in the centre of the 'O' would fall straight out of the card. In any occasion where this happens you need to remember to put in support struts that are at least 0.3mm thick to hold metal in place. Here are some examples:



Double Sided

The metal cards can indeed be double sided at no extra cost but there are a few things to bear in mind:

1: The first and most important issue is that you cannot have etching in the same place on both sides of the card. This is because the etching goes over halfway into the metal so if you were to engrave in the same place on both sides it would leave you with a hole where the engraving overlaps.

2: Remember that anything cut through on the front of the card will be seen in reverse on the back.

We can supply thicker metal so that you can have double sided etching which can overlap each other front and back but it comes at a higher cost as the process requires the metal to be processed twice in order to make the cut throughs.



Cut Through Etching

Etched area on the front, we cannot etch on this area on the back



Etching Reversed Cut Through