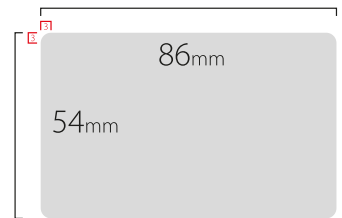


Remember we're not trying to scare you off your design with all the limitations!
 We will work with you to realise your design concept the way you envisage it.
Just ask :)

Card Dimensions

Our cards are 86mm x 54mm (3.385" x 2.125") with rounded corners with a corner radius of 3mm (0.118"). Here is a schematic for you.

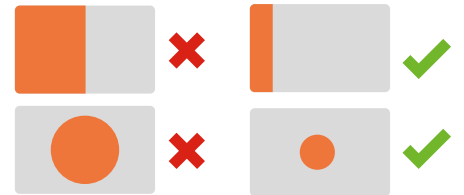
I'm afraid we cannot alter this shape. The frosted plastic cards are credit card sized and cannot be altered.



Ink Coverage

We use a thermal transfer to bond the ink to the plastic. This allows us to use totally opaque colours and metallic foils on plastic. The downside of this process is that we cannot cover large blocks of areas with ink. As the process uses heat to bond the inks, the more ink you use in an area the more heat is required to bond the ink. If too much ink is used then the plastic melts and distorts.

Here is a guide as to how much ink you can use in one block. If you still have problems, please submit your design and we will try to find a solution.



Text Size

We like to use a minimum of 8pt font size with regular weight sans serif fonts (Futura, Arial, Century Gothic etc) and 8pt with regular weight serif fonts (Garamond, Times New Roman, Century etc).

This is due to a problem called 'filling in' on text that is too small which occurs due to the method of printing on plastic. Tiny details like the hole in an 'e' or 'a' can get filled in with ink if the text is too small.

This is 8pt Gill Sans (Sans Serif Font)

This is 8pt Calisto (Serif Font)

This is an example of filling in on text that is too small

Bleed

We can incorporate designs that bleed right to the end of the card in any ink. The only thing we request is that if you have a design where an ink bleeds to the edge of the card, please add a 3mm bleed so that the colour used extends 3mm past the edge of the card.



Colours

We have a set library of colours we can use for frosted plastic cards. These include both flat pigment colours and reflective metallic inks. Here is a rough guide to the colours we have available to us:

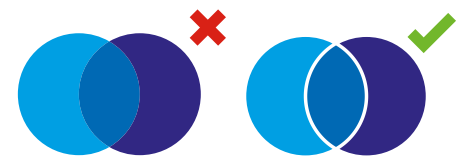
Metallic inks are brilliant for adding focus points or accenting a design. They have reflective properties (less so with the matt silver and matt gold inks) and used correctly can add that touch of sparkle to your design.

Unfortunately we cannot use any of our inks to create gradients, so if your logo contains any colour gradients, we would need to alter it so that it is compatible. We are also careful to keep faithful to the original concept.



Touching Inks

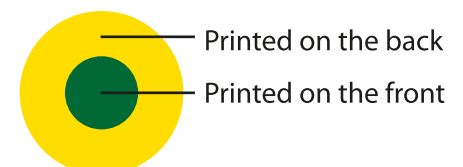
If your design has two or more colours touching each other then we will need to put a 0.5pt stroke around the objects so that they do not touch. This is because if the ink is even a fraction of a millimeter out, an untidy contour line will appear where the inks overlap. Another way around this is in the next section.



Printing on the Reverse

It is very possible to utilise the translucent aspect of the card and print colours on the back. Colours show up very well through the card from the other side, giving a very subtle 3d effect as colours printed on the front will be on a very slightly different level than the inks on the back. It is used mainly so that colours are able to touch each other. For example, if a logo absolutely demands that a green must be surrounded by a yellow for instance, we can print the yellow on the back of the card and the green on the front.

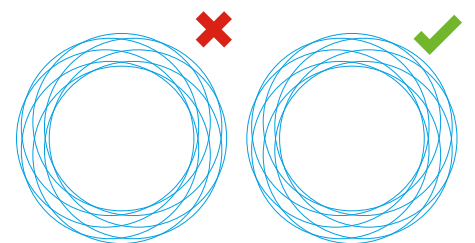
Two drawbacks for this is that metallic inks cannot be put on the back as the bonding side is very different from the actual displayed side, and the other drawback is that the same ink front and back of the card must be charged as two colours as it must go through the print process twice.



Fine Detail

This is a bit of a dark science but really most objects and lines used should be about 0.25mm thick. This is because when we come to create the metal plates used for printing the inks onto the plastic we need a minimum size for an object otherwise we can get a jagged broken finish on very fine detail. The metal plates made for printing are very accurate but they have their limits and tiny detail can damage the print.

Due to our extensive experience we can help you through this process if you are concerned about the level of detail on your design.



Clear Ink

Clear Ink is used for creating a watermark effect on the frosted plastic card. It works by slightly altering the consistency of the frosted texture of the plastic. What you are left with is a wonderfully subtle effect that is not particularly noticeable at first glance but used correctly, it can take your design to a new level. The clear ink is regarded as an ink and is charged as an ink colour.

