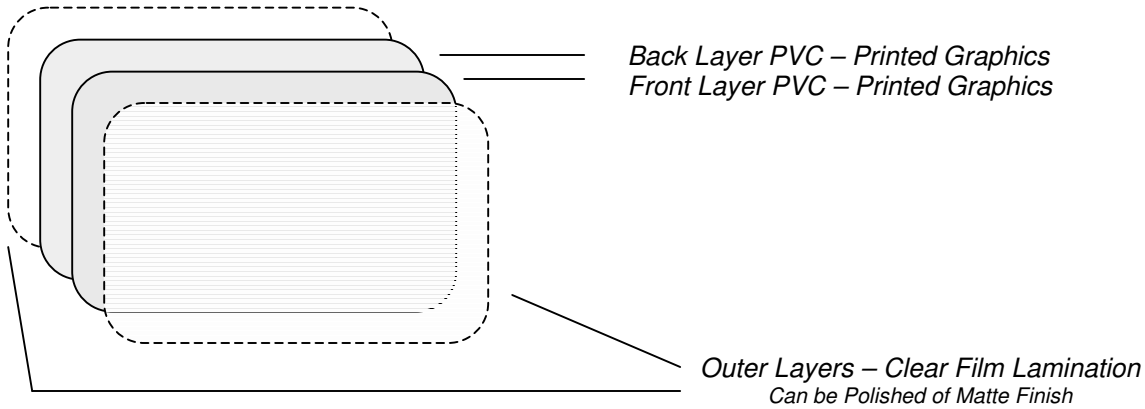


# Practical Card Solutions

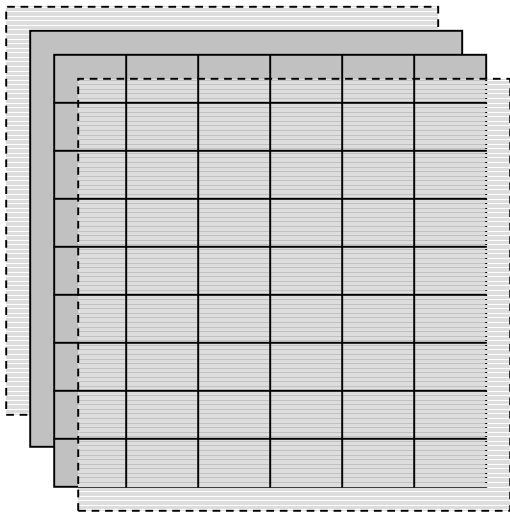
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## Anatomy of a Printed Plastic Card



## Plastic Card Printing Processes – Sheet Process and Surface Printing



### Sheet Process

- Cards are printed on large sheets
- Fronts are printed on one sheet.
- Backs are printed on one sheet
- Clear film laminate covers front and back.
- Layers are fused together by heat and pressure.
- Cards are cut to size and finished.

More cost effective for larger quantities of printed cards.  
More expensive for smaller quantities of printed cards.  
Why? Because fixed manufacturing costs are high but incremental costs are very low. Thus it is highly efficient as quantities increase.

### Surface Printing



Path of Cards Through Printing Press

- Cards are printed individually, one at a time.
- Printing is done on top of the laminate surface of the cards.
- Litho, Silkscreen, Hot Stamp processes
- Front side is printed one color at a time.
- Back side is printed one color at a time.

More cost effective for smaller quantities of printed cards.  
Costs are relatively fixed for printing each card.  
Incremental costs are practically the same.  
Less cost effective for larger quantities.