

## EMBOSSING

Embossing is a unique process using plates and pressure to create a raised detail on one side of a business card. This finishing pushes through the paper to create a finishing that is visible from 360 degrees. Embossing creates a reversed deboss of the image on the opposite side of the card. Embossing can be combined with foil stamping, ink or can be “blind” meaning that no further finishing is used on top of the emboss.

### Considerations:

Embossing is ideal for designs with buffer zones of at least 2mm.

Embossing is recommended to be used on cardstocks that are no more than 30pt or less although it is still possible.

While it is possible to emboss the card before gluing to avoid a complete reverse deboss on the other side for an additional charge, this is not recommended since it may still leave a slight indentation due to the way the glue dries.



## DEBOSSING

Debossing is another one of our processes using plate and pressure. Instead of applying enough pressure to push through the cardstock, only enough pressure is used to create an indented look. This finishing can also be combined with foil, printing, or can be left “blind” for a more subtle look. White debossing can be applied to all but our coated cardstocks (Silk and regular suede)

### Considerations:

Debossing should be used on cardstocks thicker than 30pt as it may leave slight marks on the other side of the card from the pressure.



## FOIL STAMPING

Foil stamping uses a heated plate to apply metallic foil or pigment to the surface of the card. The result is a vibrant and highly saturated metallic appearance. Although this finishing cannot be colour matched, we offer a wide variety of colours including; Regular Gold, Regular Silver, Matte Gold, Matte Silver, White, Black, Red, Copper, Rose Gold, Dark Blue, Light Blue, Green, Non-metallic green, Clear, Pearl, Hot Pink, Rose Pink, and even Rainbow. Our foil stamping is extremely elegant and each plate is created specifically for your business card design.

### Considerations:

Although we can use foil stamping on highly detailed designs this may lead to overflow.

It is possible to use multiple colours of foil in close proximity however the foil may not strike the same place 100% of the time leading to slight variations in alignment.



## LETTERPRESS

Letterpress is a age tested technique that is comparable to a printing press. Using a plate made specific to each design each colour is pressed into the card to create a coloured imprint. This technique is ideal for block colours and creates a classic and clean finish. We recommend our rock classic white or cream cardstock for use with our letterpress feature. The Rock Classic has a higher density with is ideal for protecting the card from showing the impression through to the other side.

### Considerations:

For best results designs should avoid fine details with less than 2 mmm between letter pressed areas.

Letterpress cannot be used on gradient designs. As an alternative please consider offset printing combined with debossing.



## THERMOGRAPHY

Thermography is a heat applied process which results in a raised, clear, glossy finish. This finishing creates a particularly remarkable finish that allows the colour of what is underneath to shine through. Thermography is an excellent way to enhance printing as well as can be used on darker cardstocks as well.

### Considerations:

Because this is a heat applied process, it can only be used on one side of the card and cannot be used in close proximity to foil.

This finishing is ideal for larger areas that do not contain fine details.



## SPOT UV

Spot UV is a glossy finish that can be applied to specific details of the card. It lays flush with the card and can only be used on our laminated cardstocks (i.e. silk and regular suede). This finishing creates a beautiful reflective shine that can be used to accent details whether they are fine or large. Our spot UV finishing is an excellent way to make your design shine.

### Considerations:

Spot UV can only be used on our silk laminated and regular sued cardstocks.

Full bleed spot UV may experience peeling.



## METALLIC INK

Our metallic ink is a form of brilliant metallic printing. This finishing is available in either silver or gold and is ideal for printing text or designs onto our duplex, triplex, hard suede and soft suede cardstocks.

### Considerations:

The appearance of metallic ink will be more opaque on the suede than it is on our uncoated cardstocks however it remains an excellent way to add a pop of shine to your design. It is important to note that we cannot colour match our metallic inks and are unable to print gradients.



## WHITE INK

White ink is an excellent alternative to white foil and creates a clean matte finish. This finishing can be used on any of our dark uncoated cardstocks including our duplex, and triplex cards as well as our soft and hard suedes.

### Considerations:

White ink is not as opaque as white foil but has a cleaner finish and tends to yield better results.





## ROUNDED CORNERS

Die cut rounded corners is an excellent yet subtle way to set your business apart from the rest. Rounded corners create a smooth finish to the edges of your card that is certain to impress. Although our standard rounded corners are 3mm or 6mm radius; we can customize this to suite your needs.

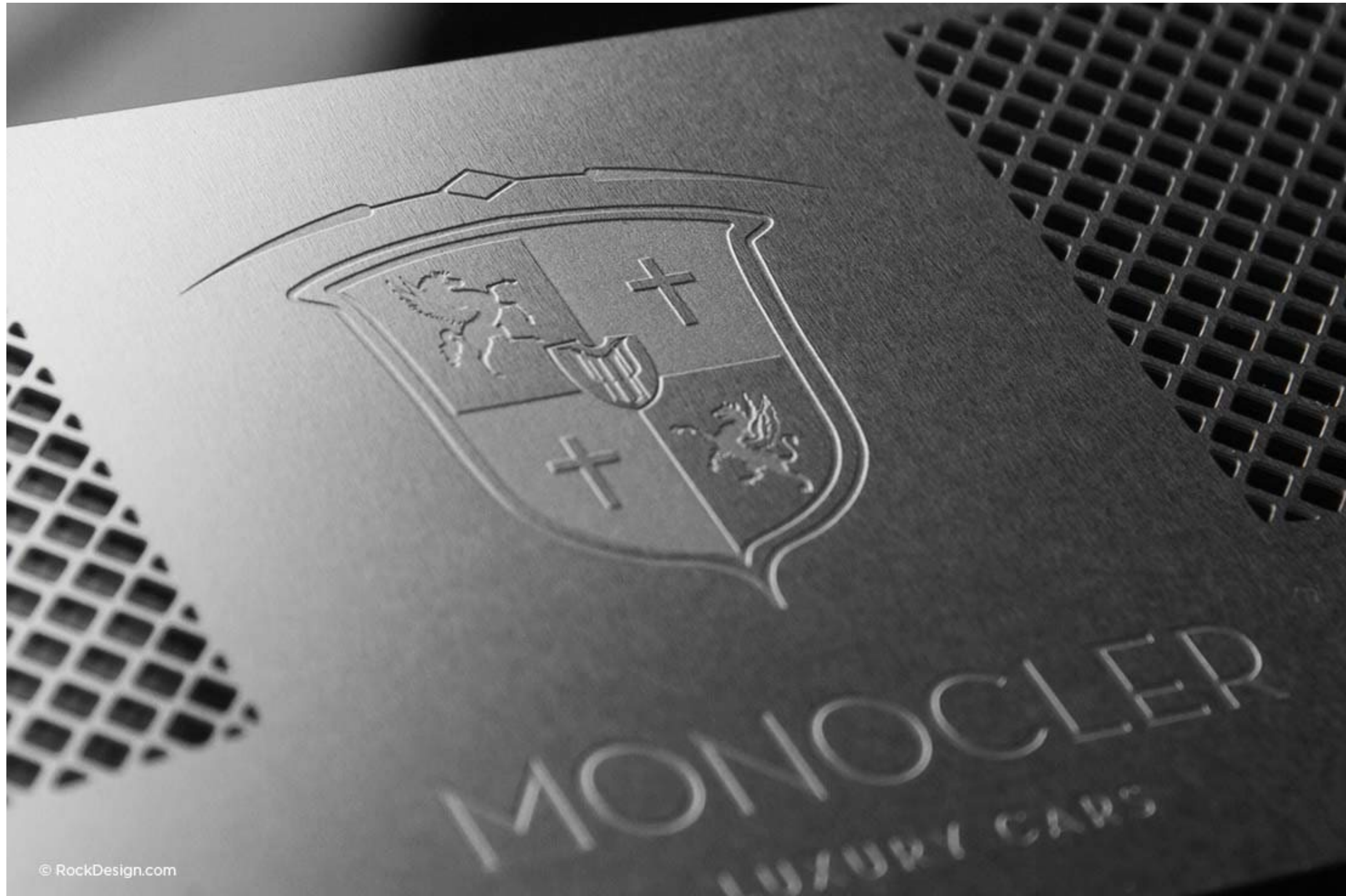


## LASER ENGRAVING

Laser engraving is an extremely unique process where we use a laser to burn away the desired design. The result varies depending on the material used. On our black duplex uncoated cardstock the result is an intriguing depressed bronze look. Laser engraving on our smooth white cards creates a unique tone. On our quick metal business cards the unique texture of the card causes the laser to create a bronzed gold look while it creates a silver highlight on our black metal cards.

### Considerations:

Laser engraving is not recommended for detailed designs.



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## ETCHING

Etching is a process that can be used only on our metal cards. Etching is used to create a slightly recessed appearance and even creates a matte look when used on our stainless steel cards. Etching is a luxurious and ideal finishing for detailed designs and is beautiful when paired with spot colour.

### Considerations:

When there are multiple colors that need to etch and fill-in the ink, there need to be at least 1mm gap in between.



## SPOT COLOUR

Spot colour is a special technique with which we can apply brilliant solid colours to metal cards. Although it is recommend to be combined with etching, it can stand alone as well given the right design. Our spot colour is the perfect way to add your branding to our already exquisite metal cards.

### Considerations:

Spot colour is ideal for designs that do not include fine details and for designs that are not gradients.



## VARIABLE DATA

Variable data is the perfect way to add a customization to each of your cards. Only available on metal, our variable data can be either laser engraved or applied with spot colour to make a single aspect of each card unique. This finishing is a perfect to add unique membership codes or names.

### Considerations:

Client must be able to provide the font file.

## PRISM AND FROST FINISHING

Our exclusive prism and frost finishings are an elegant etching process that is used on our luxury black metal cards to create a textured and fingerprint resistant finish. Prism finishing creates a beautiful micro geometric pattern while frost finishing has an elegant and subtle texture. Opting for our luxury metal business cards with either of these finishings is a superb way to make a bold and confident statement about your company.

