



TAYLOR

**Gift and Loyalty Cards, Specialty
Products and Lenticular Printing**

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Taylor

Who We Are

At Taylor, we believe in getting inspired and finding innovative ways to engage consumers. As your partner, we are dedicated to solving challenges and creating visually exciting products that build strong connections between your customers and your brand.

Taylor has reach around the globe. With more than four decades of combined experience in card manufacturing, personalization and fulfillment, we will strengthen customer experience and enhance the efficiency of your operation.

Our investment in world-class technologies, capabilities and production facilities ensures a seamless solution for all of your business communications needs.

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01

INSPIRATION

Inspiring creativity. Enhancing customer experience.

Taylor's print technology and ever-expanding portfolio of products are the benchmark for innovation, service and quality. Together, we will create beautiful things.

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Education

Create a safe and secure educational environment with a variety of durable identification and promotional products. Promote school pride with team colors and vibrant graphics or bring your mascot to life using lenticular print for these items and other spirit gear.

- Student, faculty and staff IDs
- Visitor badges
- Hall passes
- Library cards
- Parking passes
- Bag tags

Other Lenticular Products:

- Cards
- Cups
- Rulers
- Bookmarks
- Keychains
- Stickers
- Signage





Hospitality

Give your guests a tangible token of their stay that signifies their importance to your business. Choose styles for different tiered program offerings, and use designs and textures that capture the essence of your brand. Customize room keys, room lock inserts, door hangers, staff ID badges, business cards and complementary luggage tags to provide a full brand experience for your guests.

- Room keys
- Room lock inserts
- Door hangers
- Staff ID badges and badge-talkers
- Business cards
- Luggage tags





Healthcare

In the healthcare industry, durable products that help maintain orderly processes and ensure quick identification of patients, members, staff and visitors are a must.

- Badge-talkers
- ID badges
- Membership cards
- Business cards
- Parking passes

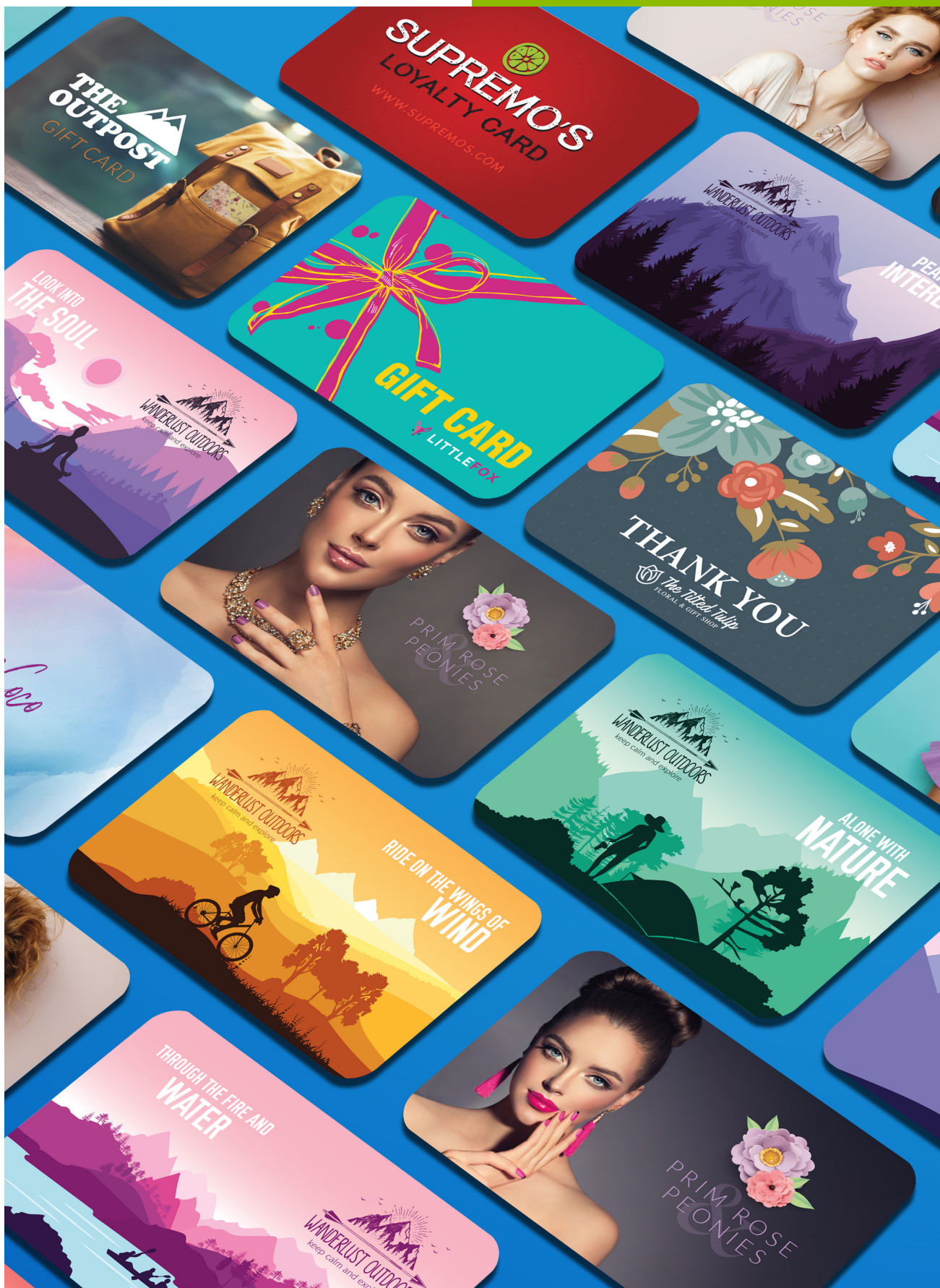




Retail

Build and reward brand passion, drive store traffic, and increase dollars spent per transaction with gift, loyalty and promotional cards. Taylor offers both paper and synthetic cards with B2B and B2C fulfillment options to suit your specific program needs.

- Business cards
- Loyalty cards
- Gift cards
- Loyalty key fobs



02

CARDS

Place your brand into the hands of consumers.
This tiny billboard has huge potential.

With our best-in-class production and diverse print capabilities, Taylor's comprehensive gift and loyalty card solutions can be customized to meet your exact specifications.

From our wide selection of materials, treatments and embellishments, choose a look and feel that best represents your brand.

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Cards

Materials & Sizes

Choose the right material to start your project off with a solid foundation.

Plastics

Perfect for surface printing, coating, laminating and/or embellishing, these PVC options provide a great foundation for single or multi-use cards for any occasion.

- 10 mil - 30 mil white or clear PVC

Papers

Optimal for carriers and cards, these paper options can be surface printed, coated and embellished to create a quality product perfectly durable for its purpose.

- 12 - 28 pt.

Standard Sizes

- Standard wallet card: 2.125" x 3.375"
- Standard business card: 2" x 3.5"
- Card with key fobs: standard wallet card size with one, two or three break-off key fobs



Business Card



Loyalty Card



Gift Card



Loyalty Key Fobs



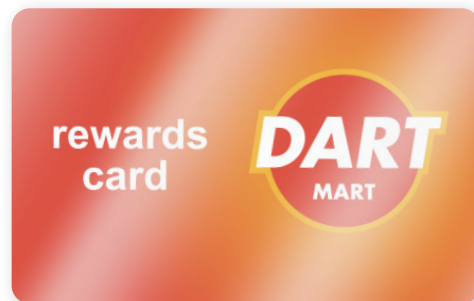
Gloss Lamination



Matte Coating



Paper, Coated



Gloss Lamination

Cards

Coatings & Laminates

Add a layer of protection with a coating or laminate.

Coatings

Coatings applied at press finish will protect your printed plastic or paper product. Any surface that will have data imaged onto it requires a satin coating for proper adhesion.

- Matte
- Satin
- Gloss

Laminates

Laminate plastic products for enhanced durability and an appealing finish. Mix and match these lamination options on the front and back of your product to get your desired effect. Any surface that will have data imaged onto it requires a satin or gloss finish. (For cards with magnetic stripes, lamination is required to comply with ISO standards.)

- Matte
- Satin
- Gloss

Cards

Finishes & Embellishments

Glam. Pizzazz. Moxie. Zing ... flaunt the flair in your design with the following finishing and embellishing options.

Flush/Smooth Surface Enhancements

- **Clear Silk Screen**
Add a glossy shine to select areas of your design.
- **Hot Foil Stamping**
Jazz it up with a flashy shimmer stamped on top of your product design.
- **Flood Foil**
Glisten and shine across the whole face of your card.

Raised Treatments

- **Raised Spot Clear**
Highlight a design element and/or inject texture for an intriguing interaction.
- **Raised Foil Stamp**
Add dimension and shine to your product to make consumers look twice.

Soft-Touch Finish

Create a sensory experience with a coating that is soft to the touch. This option is only available on Monadnock paper and must cover 100% of the printed surface.



Foil Stamp



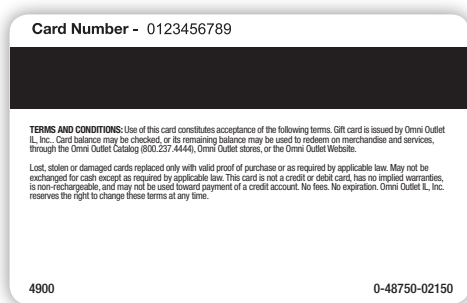
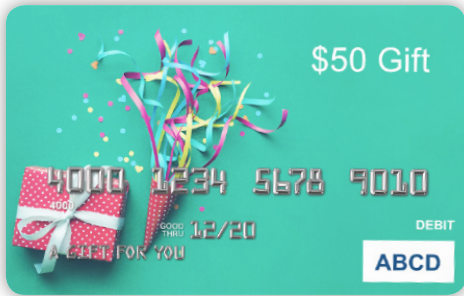
Raised Spot Clear



Flood Foil



Soft-Touch



Cards

Secure Data

Taylor leads the industry with data security technology that protects your brand during the card production process all the way through redemption by the recipient:

- Our sophisticated production and data processing infrastructure scales to support the world's largest and most complex gift and loyalty card programs.
- Recent investments ensure our security architecture is continuously optimized and increasingly impenetrable.
- Swift implementation of incident management processes reduces the likelihood of negative press or brand backlash.

We have a variety of options to support your data requirements, including imaged barcodes, encoded magnetic stripes and in-line variable data.

Magnetic Stripe

- 2 Track LoCo
- 2 Track HiCo
- 3 Track LoCo
- 3 Track HiCo

Additional Finishing

- Custom shapes
- Slot punch and hole punch



03

SPECIALTY PRODUCTS

We're more than just cards.

Explore what's possible with our specialty product solutions.

- Luggage & Bag Tags 22
- Badges & Badge-Talkers 23
- Parking Passes 24
- Room Key Inserts25

Specialty Products

Luggage & Bag Tags

Impress your customers with the most durable custom-printed luggage and bag tags available. Our sealed rectangular tag offers ultimate security. Write contact information on the enclosed insert or just slip a business card into the tough, visible compartment on the back of the tag.

Your graphics, brand or message will be on their luggage for years to come.

Standard Sizes

- 4.25" x 2.25"



Specialty Products

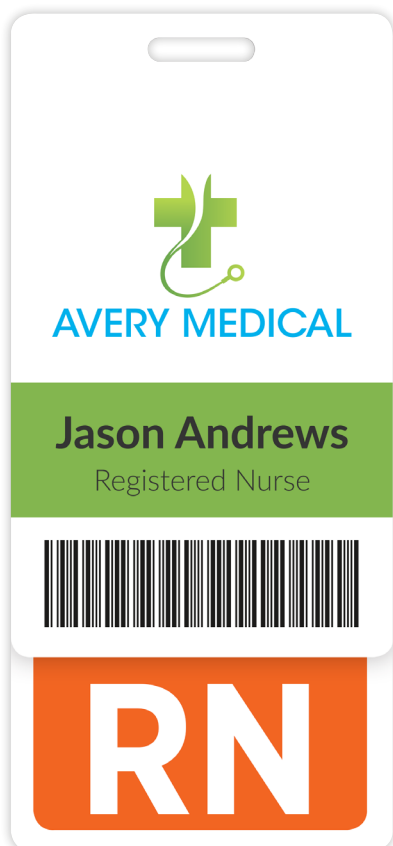
Badges & Badge-Talkers

ID badges for students, faculty, visitors, security, corporate employees and hospital personnel are just a few examples of how badges can be used to communicate a person's status within your organization.

Badge-talkers allow for quick and easy identification of professionals or roles within your organization. Use badge-talkers along with ID badges to display a unique color associated with a person's role.



ID Badge



ID Badge with Badge-Talker



Badge-Talker



ID Badge

Specialty Products

Parking Passes & Door Hangers

Printed with your custom graphics, our parking passes and door hangers can be used for informing, flagging, advertising and more. This product is made from a synthetic polymer, is durable for long-term use and is available in two sizes.

Parking passes can be printed with a unique number sequence and hang from a rear view mirror, allowing you to easily identify the visitors in your lot.

Door hangers are perfect for displaying messages outside of hotel rooms and on doors within any place of business. They also have many creative applications such as learning tools in a classroom.

Standard Sizes

- Small: 3" x 5.625"
- Large: 4" x 8"

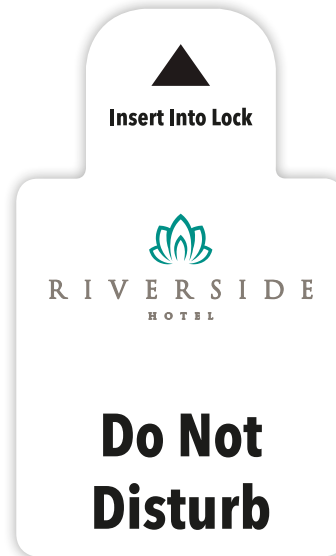




Specialty Products

Room Keys & Room Lock Inserts

Room keys are a great opportunity to display your branding and can be designed along with other items like room lock inserts, door hangers and parking passes to provide a consistent branded experience for your guests. Room lock inserts are one of the many ways to ensure thorough communication with guests from the moment they check in through the end of their stay. These "T-shaped" cards are custom-designed to fit into the key slot on a door, with the upper card section displaying your message.





LENTICULAR

What is lenticular printing?

Utilizing a combination of specially prepared graphics and a thin, flat lens, this process generates printed images that create the illusion of depth and motion.

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*Lenticular***Effects****3D**

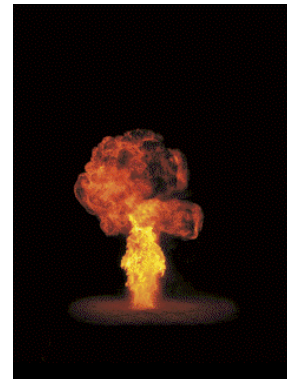
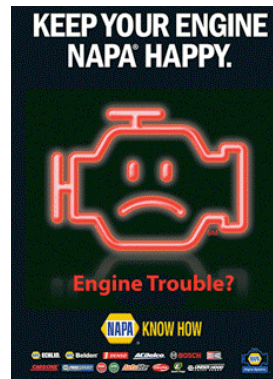
3D lenticular provides the illusion of depth. This type of printing is accomplished by layering art or photos under a lens.



3D

Flip

Also known as a 2-Phase or 3-Phase, this is the simplest of all animation effects, and often the most effective. Lenticular flip technology allows images to be combined and seen independently when viewed at different angles.



Flip

Morph

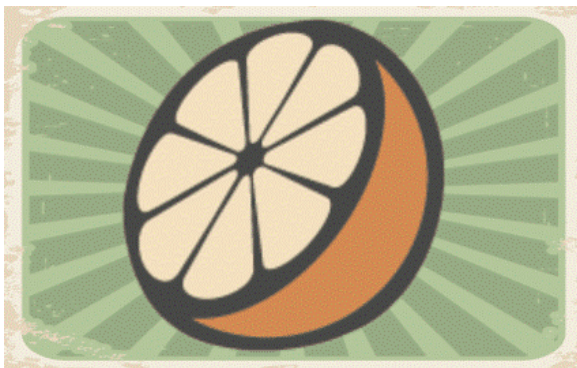
Lenticular morph technology gradually changes one element into another. Although any two elements can be morphed, morphing works best when two images are similar in size and on a common background.



Morph

*Lenticular***Effects****Zoom**

Adding zoom technology can effectively emphasize both image and text to gain maximum visibility. Animations include size changes and spins.



Zoom



Full-Motion Video

Full-Motion Video

Full-motion, or Multi-Phase, uses multiple frames of an action or illustration showing movement from beginning to end. Full-motion is much like watching a movie clip in the palm of your hand. This effect is best optimized when the background remains constant throughout the sequence.



Combination

Combination

Combinations allow you to use two animations in one. This is most commonly used to combine 3D with flips, but can also be used to add flips to morphs, zooms and full-motion video.

Lenticular Applications

Direct Mail

When examining results of a lenticular effectiveness study, it became evident that consumers were three times more likely to keep a piece of lenticular direct mail than a postcard with similar non-lenticular artwork.



Ensure your message stands out in the mailbox and captures attention with the eye-catching motion of lenticular print.



Ask your representative for this white paper on the power of lenticular for direct mail.

Signage & Posters

Lenticular printing captures attention and maximizes viewer engagement. Tell your story or convey the feel of your message with incredibly deep 3D and dramatic motion effects.

- In-store signage
- Point-of-purchase (POP) signage
- Window displays
- Transit shelters
- Station signage
- Mall advertising
- Theatrical standees
- Movie posters
- Trade show displays

Up to 48" x 72"

Available in backlit or reflective





Lenticular

Cards

Any type of card you can think of—we can make it lenticular. Make your logo pop and your designs dance with the many effects of lenticular print to ensure customers will never forget you or your brand.

- Gift and loyalty cards
- Business cards
- Trading cards
- Promotional cards



Luggage & Bag Tags

Emulate the excitement of traveling right on your luggage tags. Whether relaxation or adventure, invoke emotion through motion with lenticular print.

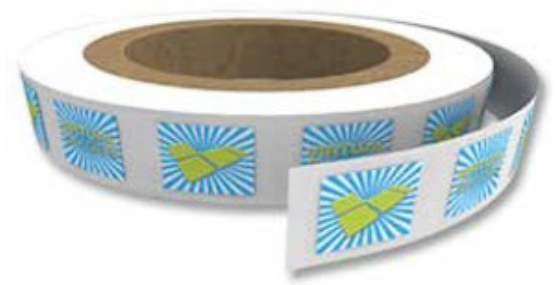
No matter your industry, bag tags are a great tool to market your brand. Stand out with motion graphics.

Lenticular

Promotional Products

By using motion graphics or 3D effects, you can make almost any product come to life.

People are more likely to keep promotional products for a longer time when they are visually interesting. Improve brand recognition and message retention with flashy, customizable products your customers can take home with them and view often.

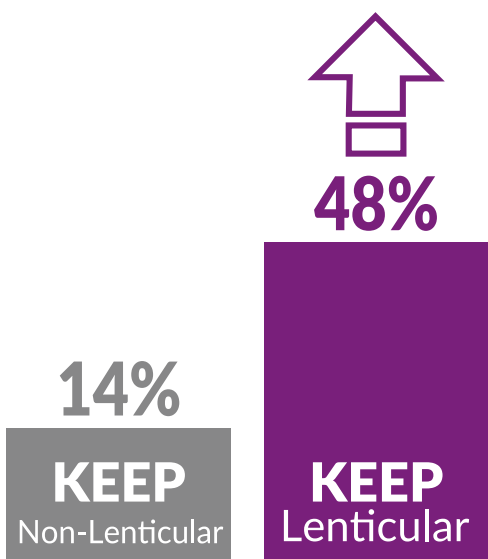


Lenticular

Why Lenticular?

By expanding the viewing plane beyond a flat surface, lenticular captures attention unlike any other print solution. Studies have shown lenticular products greatly increase engagement and are more memorable than standard print.

Taylor has over 20 years of experience designing and producing lenticular on almost every product imaginable. With our technical and artistic expertise, in-depth knowledge of lenses and production processes, and the most accurate prototypes in the industry using digital halftone proofing, we are the best team to get the job done.





INFORMATION

Let's Innovate

Delivering for the customer is our number one priority. We are at the forefront of developing custom printed products and will continue to be a pioneer of innovation. Built with customer-centered practices, our project teams work closely with you to deliver quality products and exceptional service. We have the experience and the technology to respond to your unique requests, and we are developing new solutions every day to help you respond to evolving markets.

WHO WE ARE

We are redefining what's possible with visual graphics. Our products are used to enhance customer experience in retail, hospitality, education, healthcare and educational markets, to name just a few. Our best-in-class print technology and ever-expanding portfolio of specialty products are the benchmark for innovation, service and quality.

WHAT WE DO

We leverage our experience across a wide variety of industry segments to provide unique solutions designed to meet the demands of a changing marketplace. From concept to completion, we partner with you to turn your ideas into products that transform, communicate, brand and beautify.

WHY WE'RE DIFFERENT

Being client-obsessed means more than just delivering you high-quality products and services -- it means we strive to consistently add value to our client relationships by prioritizing your needs above all else. Active listening, proactive communication and consistent follow-through are what Taylor does best. With an authentic passion to serve, we ensure our client's voice, mission and values permeate every step of the process.

CONTACT US

We invite you to reach out to us for more information or if you have a project you'd like us to review.



taylor.com



800.442.5254



1725 Roe Crest Drive
North Mankato, MN 56003



TAYLOR

For more information about Taylor and our products and capabilities, visit us at [taylor.com](https://www.taylor.com).

1725 Roe Crest Drive, North Mankato, MN 56003
800.631.7644 | [taylor.com](https://www.taylor.com)

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