

UPM RAFLATAC STICKER BANK

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Idea 1: Calendar with free choice



Description:

Curtis Fine Papers calendar, 2004. The calendar included pages of different paper grades with different images printed on them. The first page of the calendar was printed on self-adhesive laminate with all the months on separate labels. This made it possible to choose which picture you wanted for each month.

Raflatac product:

Face material:	Vellum
Adhesive:	SP 34 Greentac Plus
Backing paper:	Kraft Special 90
Printing method:	Offset
End-user:	Curtis Fine Papers Ltd, Scotland Jane Milroy, Marketing Manager
Design and production:	Elmwood Design, Edinburgh, Scotland Nick Ramshaw, Chief Executive

