

UPM RAFLATAC STICKER BANK

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Idea 6: Christmas card with fridge magnet



Description:

A Christmas card from the 'Painotalo Esko Ahtee' printing house to its customers. Ordinary Christmas cards were spiced up with a fridge magnet. Offset-printed self-adhesive laminate was applied over a magnetic plate and then die-cut into the final form. This way, an excellent print quality was achieved and it was possible to produce a relatively small quantity with more cost-efficiency than e.g. screen printing directly onto the magnet itself.

Raflatac product:

Face material: PE White Offset

Adhesive: SP 37 Permanent

Backing paper: White Kraft I30

Printing method: Offset

End-user and design: Painotalo Esko Ahtee, Finland

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