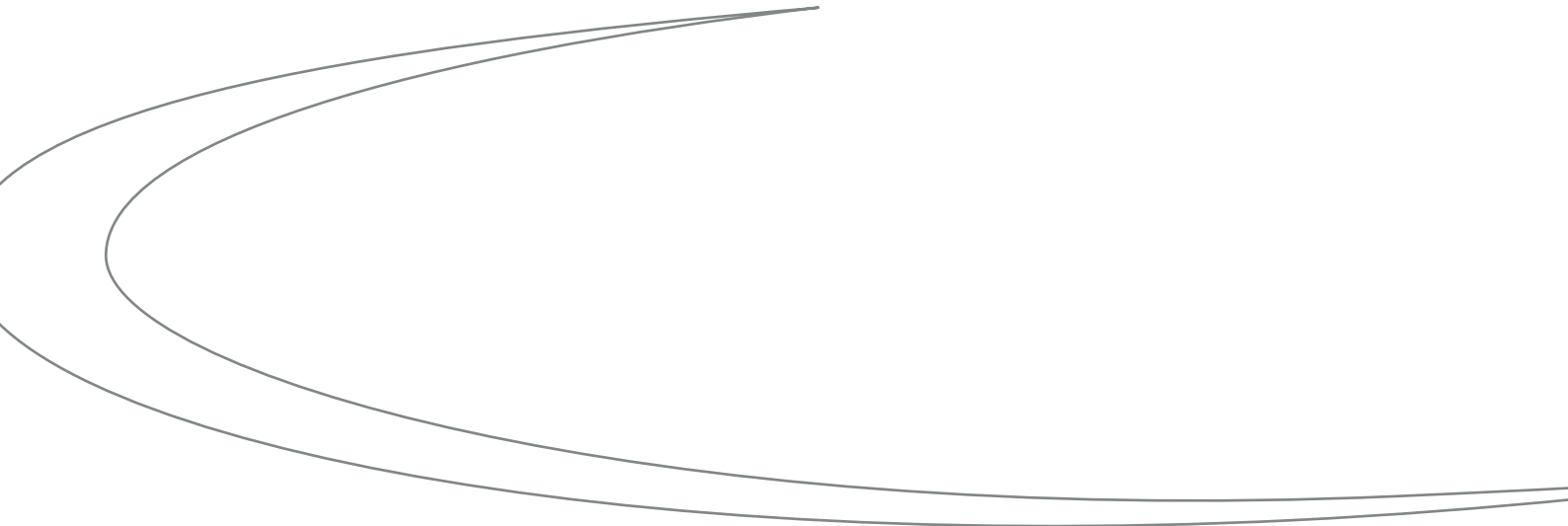


FULFILMENT



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FFMT N.01 ENVELOPE & FORM LETTER



PRODUCTION PROCESS

Reading of card barcode/chip/magnetic stripe + printing of variable data on letter + application of card on letter via a double-sided adhesive label / spot of glue + Z-folding of letter and insertion into envelope + closing of envelope

RAW MATERIALS FEATURES

- ENVELOPES** Size American (11 X 23 cm) with lower right window (4 X 10 cm)
Printing CMYK with bleed front/back on mouldmade paper 80 g standard inside tint; gummed flap for automatic enveloping
- FORM LETTERS** Size A4 (21 X 29.7 cm)
Printing CMYK front only on laser paper 90 g

SCUDERIA FERRARI CLUB

Mario Rossi
Via Verdi, 25
00100 Roma RM

Maranello, 27 aprile 2006.

Cari Mario Rossi,

Benvenuto nella Scuderia Ferrari Club da parte di tutto lo staff e del presidente del suo Club di Strada.

Scuderia Ferrari Club è la nuova organizzazione che renderà sempre più entusiasmante la vita dei veri appassionati del Cavallino Rampante.

Oltre a tutte le attività organizzate dal suo Club, questa nuova tessera personalizzata le darà la possibilità di partecipare alle iniziative proposte dalla nuova società e di usufruire dei tanti vantaggi di cui siete già informati e di quelli ulteriori che vi verranno comunicati di volta in volta.

Tra le nuove proposte a voi riservate, vi ricordiamo l'accesso alla nuova Community, www.scuderiaferrariclub.it, progettata per vivere interattivamente la sua passione per la Ferrari, tenersi aggiornato sulle iniziative della Scuderia e fruire di contenuti speciali relativi agli argomenti di vostro maggior interesse.

Il codice Pin in fondo a questa lettera le servirà per il primo accesso alla Community. Inserito il Pin le verrà poi richiesto di scegliere username e password personali.

Le ricordiamo che questa sua iscrizione è valida fino al 31/12/2006.

Consenti gelosamente la tessera per le prossime iniziative esclusive alle quali siamo certi che parteciperà per poter in modo ancora più coinvolgente tifare Ferrari.

Benvenuto ancora e... **FORZA FERRARI!**

Stefano Domenicali
Presidente Scuderia Ferrari Club

Codice PIN per accedere alla Community
A637AA40

SCUDERIA FERRARI CLUB

Mario Rossi
Via Verdi, 25
00100 Roma RM

Ferrari

Comunicazione
di Benvenuto

Maranello, August 23rd 2004

Dear ROSS,

We are sending you this new card to make it easier for you to go about your work, particularly in complex situations such as the various car shows and other high participation events.

The card has a chip containing your personal details and will also guarantee you preferential treatment when you come to Maranello. We may extend its use still further at the future.

Don't forget to take it with you to this year's Frankfurt Auto Show. When you arrive, just go directly to the Media Desk and present the card there. It will be swiped and immediately identify you electronically so that you won't have to queue for tickets and will be provided with the necessary material at once.

I am sure you will appreciate the convenience offered by this new system. We would still, of course, welcome any suggestions you might have on how we can improve its efficiency.

Best regards,

Antonio Ghisla

Media

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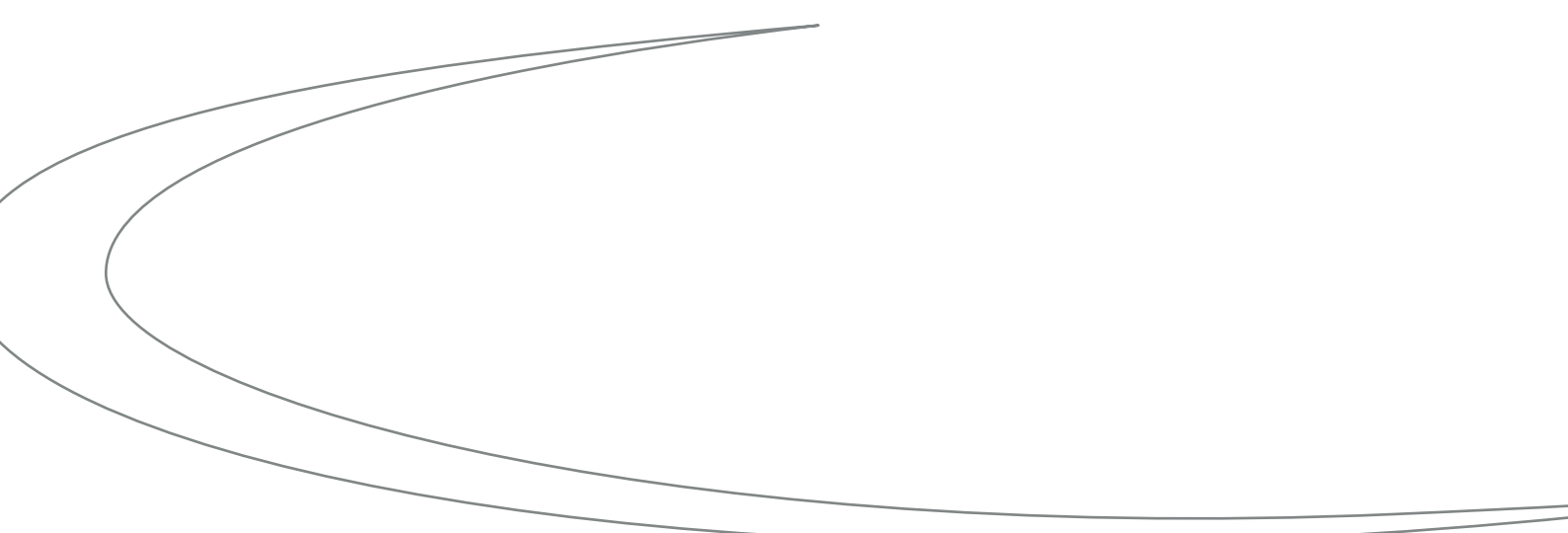
FFMT N.02 P3

PRODUCTION PROCESS

Reading of card chip + application of removable ppl label on front side of card + printing of variable data on label + application of scratch off label to cover PIN/PUK + individual packaging in transparent wrapper sealed on four sides and insertion of a folder where required

RAW MATERIALS FEATURES

- FOLDER** *Size open 37.1 X 8.4 cm / closed 5.3 X 8.4 cm*
7 panels - Matt coated paper 115 g
Printing 4 colours front and back
- REMOVABLE LABEL** *Material ppl 55 µ with deactivated side to facilitate removal*
Size 7 X 4.2 cm
Printing 1 colour pantone
- SCRATCH-OFF LABEL** *Spot pattern label with security cuts*
Size 0.8 X 4 cm



FFMT N.03 GDO

PRODUCTION PROCESS

Reading of card barcode + individual packaging in transparent flowpack wrapper with folder + application of removable ppl label on flowpack + printing of data readed from the card and PIN/PUK on the label + application of scratch off label to cover PIN/PUK

RAW MATERIALS FEATURES

FOLDER	<i>Size open 5.3 X 16.6 cm / closed 5.3 X 8.3 cm</i> <i>2 panels – Matt coated paper 150 g</i> <i>Printing 4 colours front and back</i>
REMOVABLE LABEL	<i>Material ppl 55 µ with deactivated side to facilitate removal</i> <i>Size 7 X 4.2 cm</i> <i>Printing 1 colour pantone</i>
SCRATCH-OFF LABEL	<i>Spot pattern label with security cuts</i> <i>Size 0.8 X 4 cm</i>



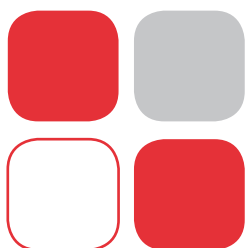
FFMT N.04 CD CASE

PRODUCTION PROCESS

Insertion of card into "transparent" PVC cavity provided so that the barcode remains visible when the package is closed + closing of CD case + shrink wrapping

RAW MATERIALS FEATURES

CD CASE *Size open 42.7 X 12.5 cm / closed 14 X 12.5 cm*
PVC cavity for card - External window to permit reading of card serial no.
Material Cardboard CD case - 6 pages
Printing CMYK and glossy varnish finish



FFMT N.05 **TRANSPARENT**



PRODUCTION PROCESS

Insertion of card into "transparent" PVC cavity provided so that the barcode remains visible when the package is closed + folder insertion + closing of the holder case with tamper proof seal label

RAW MATERIALS FEATURES

CARD HOLDER	Size open 22 X 6.5 cm / closed 9.7 X 6.5 cm PVC cavity for card - External window to permit reading of card serial n°. Material Cardboard - 4 pages Printing CMYK coated with glossy varnish
FOLDER	Size open 29.5 X 6 cm / closed 7.5 X 6 cm Material Glossy coated paper 150gr - 4 panels Printing Cover 4+4
TAMPER PROOF LABEL	Transparent wipe-out type label with the wording "security seal", pp 30 µ



FFMT N.06 BUTTERFLY



PRODUCTION PROCESS

Reading of card chip + application, where required, of a removable neutral label on the card + printing of serial number on label + removal of label and application on outside of carton case + insertion of card in cavity provided+ insertion of brochure + closure of carton case with tamper-proof seal label

RAW MATERIALS FEATURES

- CARTON CASE** *Size open 9 X 23.5 cm / closed 10.5 X 10.5 cm with inside compartment for card insertion and pocket for brochure*
Material Glossy coated cardboard 270 g
Printing CMYK front and back
- BROCHURE** *Size closed 9.5 X 9.5 cm composed of 16 pages + cover*
Printing Cover 4+4 on coated paper 200 g + varnish
Interno 4+4 on coated paper 130 g
- REMOVABLE LABEL** *Material ppl 55 µ with deactivated side to facilitate removal*
Size 7 X 4.2 cm
- TAMPER-PROOF LABEL** *Transparent wipe-out type label with the wording "security seal", pp 30 µ*



FFMT N.07 BLISTER

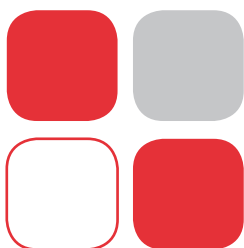


PRODUCTION PROCESS

Insertion of card into cavity provide so that the barcode remains visible when the cartoncase is closed + insertion of brochure and contract (a4 copy paper V folded) + cartoncase closure with tamper-proof seal label + cartoncase insertion in a "removable" blister + blister closure with cardboard insertion printed on both side + tamper-proof seal label.)

RAW MATERIALS FEATURES

CARTON CASE	<i>Size</i> opened 21 X 10.5 cm / closed 10.5 X 10.5 cm with inside compartment for card insertion and pocket for brochure + external windows to show the SIM barcode. <i>Material</i> Glossy coated cardboard 270 g <i>Printing</i> CMYK front
BROCHURE	<i>Size</i> closed 9.5 X 9.5 cm 12 pages + cover <i>Printing</i> Cover 4+4 on coated paper 200 g + varnish <i>Inside pages</i> 4+4 on coated paper 130 g
FORM	A4 format (21 X 29.7 cm) one sheet in trasmitting paper (printing CMYK) and a sheet in copy paper (printing in CMYK front + 1 color back)
BLISTER	Removable type in PVC 300 µ case <i>Size</i> external 14 x 23.5 cm - the size of cavity depend on the dimension of the cartoncase
CARDBOARD	<i>Size</i> 14 X 23.5 cm - 400 gr <i>Printing</i> 4+4
STICHERS	Label with a perforation for printing the SIM serial number <i>Size</i> 8 X 4 cm
TAMPER-PROOF LABEL	Transparent wipe-out type label with the wording "security seal", pp 30 µ



FFMT N.08 ERA

PRODUCTION PROCESS

Reading of card barcode or chip + application of card on form and serial printing + application, where required, of scratch-off label to cover codes + folding of form and insertion in the carton case + insertion of brochure + closure of carton case with tamper-proof seal label

RAW MATERIALS FEATURES

CARTON CASE	Size open 28.5 x 12.5 cm / closed 14 X 12.5 cm with double inside pocket for insertion of brochure and form + window for viewing the serial number of the inserted card <i>Material</i> Glossy coated cardboard 270 g <i>Printing</i> CMYK front and 1 colour back
MODULO	<i>Material</i> paper 90 g with cuts Size open 21 X 21 cm <i>Printing</i> 4+4 colours
BROCHURE	Size closed 8.4 X 8.4 cm composed of 16 pages + cover <i>Printing</i> Cover 4+4 on coated paper 200 g + glossy varnish <i>Inside pages</i> 4+4 on coated paper 130 g
SCRATCH-OFF LABEL	Spot pattern label with security cuts Size 1.5 X 6 cm
TAMPER-PROOF LABEL	Transparent wipe-out type label with wording "security seal", pp 30 µ



FFMT N.09 FOLDOVER

PRODUCTION PROCESS

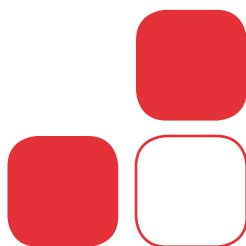
Card application on carton case by means of 2-sided adhesive + closing of carton case

RAW MATERIALS FEATURES

CARTON CASE Size closed 11.7 X 10 cm w/double 2-sided adhesive for card application and carton case closure

Material Glossy cardboard 250 g

Printing 2 colours front and back



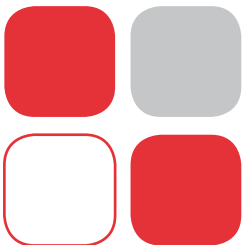
FFMT N. 10 PURSE

PRODUCTION PROCESS

Reading of chip card + application on card of a removable neutral label + printing of serial number on label + removal of label and application on outside of carton case + insertion of card in the cavity provided + insertion of brochure + closure of carton case with tamper-proof seal label

RAW MATERIALS FEATURES

CARTON CASE	<i>Size</i> closed 9 X 9 cm / open 9 X 23.5 cm with inside pocket for brochure insertion and cavity for card insertion <i>Material</i> Cartoncino patinato lucido gr. 270 <i>Printing</i> CMYK front and 1 colour back
BROCHURE	<i>Size</i> closed 8.4 X 8.4 cm composed of 16 pages + cover <i>Printing</i> Cover 4+4 on coated paper 200 g + varnish <i>Inside pages</i> 4+4 on coated paper 130 g
REMOVABLE LABEL	<i>Material</i> ppl 55 µ with deactivated side to facilitate removal <i>Size</i> 7 X 4.2 cm
TAMPER-PROOF LABEL	Transparent wipe-out type label with wording "security seal", pp 30 µ



FFMT N. 11 PIGGY BACK

PRODUCTION PROCESS

Single packaging in transparent wrapper sealed on four sides with folder + application of a piggy back label made of tree removable label containing the SIM serial number contained into the packaging

CARATTERISTICHE MATERIE PRIME

FOLDER	<i>Size open 5,3 X 8,3 cm / closed 15,7 X 8,3 cm 3 panel – Matt coated paper 170 g. Printing 4 colours front and back</i>
LABEL PIGGY BACK	<i>Material coated paper External size 5,1 X 4,9 cm Single label size 1,2 X 4,5</i>

