



MOBILE & SECURITY SOLUTIONS

**PUBLICENTER**  
*Cards for easy living*

## MATERIAL



### • CARDBOARD

In the last few years more and more customers (especially from foreign markets) have been asking for this material because of its low environmental impact, giving top priority to state of the art technologies and environment-friendliness. Publicenter uses only top quality cardboards; its strength allows the application of both scratch-off panel and label. In order to avoid hidden pin code's reading under any light condition, cardboard can be produced with a black layer in the middle. WBW version is composed of 3 layer of cardboard white/black/white.

*Our standards are the following:*

- Cardboard monolayer gsm. 350/450 – 355/500 µm
- Cardboard WBW gsm. 350/520 – 365/500 µm

### • POLYSTYRENE

It is a recyclable plastic material that can be considered a cheaper alternative to PVC. Polystyrene gives an optimal balance between card colour brightness, printing support cost and card strength (printing support resistance) to scratching operation.

As for cardboard to avoid hidden pin code's reading under any light condition, this material can be produced with a black layer in the middle.

WBW version is composed of 3 layer of cardboard white/black/white.

*Our standards are the following:*

- Polystyrene monolayer 400/500 µm
- Polystyrene wbw – 400 µm

### • PVC

Flexible, durable and recyclable, PVC is particularly suitable for a wide range of applications. PVC cards can be with laminated or varnished finish. This material is particularly suitable for card to be used repetitively.

## SECURITY DEVICES ON THE CARD



### • HOLOGRAM

This security element can be customised with text, drawings or a company logo, but it is also a very effective communicative element. The holographic image is obtained with laser technologies that exploit light refraction and reflection. Hologram is applied to each single card by thermal transfer. According to the technologies used, it is possible to create it in two or three dimensions with multiple animations in all directions.

### • UV INVISIBLE PRINTING

Printing made with special UV screen ink, invisible to the naked eyes. It therefore does not alter the aesthetic impact of the graphics and is only visible by means of a wood lamp. It is a very effective means of verifying the authenticity of a card.

### • BACKGROUND TEXTURE

This is a special textured varnishing process. The contrast created on the surfaces between matt and shiny areas is visible in backlight. Text, drawings and logos can be easily reproduced and in this way they are perceptible to the touch. Background texture adds anti-photocopy security feature to each single card.

### • CONFUSION PATTERN – MC GREEN SECURITY

To prohibit hidden number's exposure under any light condition and source it is possible to print a black number based confusion pattern below a gold or green security area, on which the pin code is printed.

## SCRATCH-OFF DEVICES



### LABEL

#### (Cold Application)

The scratch-off label is composed of a clear plastic base with security pre-cuts anti-fraud on which the removable scratch-off pigment is deposited.

#### Types of label:

- A) Standard: grey-black colour.
- B) Standard personalized with customer's logo instead of standard lay-out.
- C) Holographic: prismatic label has oriented pigments that refract the light, creating surprising visual effects.

A holographic scratch-off can be:

- > 2D - is based on a two-dimensional graphic image in which all elements of the design appear in a single image plane;
- > 2D/3D - which shows two or more two dimensional imagines in parallel image planes, producing a "perspective" effect;
- > 3D - this technique is used to create high definition full-depth static and moving imagines in one or more colours.

- D) Thermal sensitive: on this label is applied a coating of termochromatic lacquer which alters its colour in response to temperature variations.

*On all the above described labels the customer's logo made with special UV-sensitive coatings (invisible to the naked eye) can be overprinted.*

### PANEL

#### (Hot Application)

The panel is composed of one or more coats of screen-printed pigment to ensure total data protection.

#### Types of panels:

- 1) Standard: grey-black colour.
- 2) Standard personalized with customer's logo instead of standard lay-out.
- 3) Holographic: prismatic hot-foil has oriented pigments that refract the light, creating surprising visual effects.

A holographic scratch-off can be:

- > 2D - is based on a two-dimensional graphic image in which all elements of the design appear in a single image plane;
- > 2D/3D - which shows two or more two dimensional imagines in parallel image planes, producing a "perspective" effect;
- > 3D - this technique is used to create high definition full-depth static and moving imagines in one or more colours.

*All types of labels and panels can be personalized according to customer requirements with the use of different colours, artworks and textures.*



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## FLOW-PACK TECHNOLOGY

Individual sleeves are applied by wrapping the card in polypropylene film.

The borders and the central part of the film are heat-sealed, thereby creating a transparent sleeve

Individual sleeve



## FOUR-SEAL TECHNOLOGY

Individual sleeves are applied by wrapping the card in polypropylene film.

The perimeter is heat-sealed, thereby creating a transparent sleeve.

Perforation in the middle of the film facilitates the opening of the sleeve.

The sealing of the polypropylene wrapping has to be in a form of frame with a pattern.

Individual sleeve



Package



Individual sleeve



Personalization



Package

## ULTRASOUND SEALING TECHNOLOGY

In this kind of wrapping a different perimeter sealing technique is used, which involves the use of sophisticated ultrasound technology in place of the standard heat-sealing method. The sealing can be personalized with the customer's logo.

Perforation in the middle of the film facilitates the opening of the sleeve.

Information leaflet can be inserted into each single wrapping, for all sealing technologies listed above.

*Polypropylene film can be:*

- neutral.
- personalized with a product information barcode, with customer logo or customer's artwork.

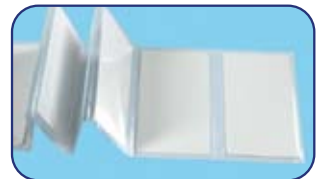
*Afterwards the single sleeves can be packed in 10-15-20-25 pieces with an outer label displaying information concerning the contents of the cards.*

*In case of ultrasound sealing technology wrapping this pack can be easily opened thanks to a golden rip filament like a cigarettes packet.*

## BAG-CHAIN PACKAGING

This process (available for flow-pack, four-seal and ultrasound sealing) produces a continuous fanfold of individual sleeved cards.

Package



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