12"x18" press sheet with
450 random images driven by variable-data list

Finished bingo cards
with scratch-off coating

Don't let gold or silver patches
block out your marketing message!
Show more image with our unique
4-color image scratch-off!

Project Name:

Scratch-off Bingo Cards

Specifications:

Size:	3.375"x3.75"
Material:	100lb gloss cover
Printing:	4-color process over black
Images:	Random variable-data images pulled from a bank of 362 logos
Finishing:	1 micro-perf per card, apply scratch-off coating
Quantity:	4 million cards

Client's Goals:

- The very best print quality available
- Fast turnaround for an upcoming promotion
- Multiple presses for production redundancy
- Strong data capabilities to randomize logo images according to specific win/lose ratios
- Economical

Why We Do It Better:

- Printed on (2) HP Indigo presses for the best image quality and redundancy
- Set up data files using Excel, FileMaker Pro, and SQL relational database systems
- Variable-data imaging allows every spot of every card to be printed with a different image
- Multiple-parallel processing of variable-data images on (6) HP Indigo RIPs
- Die-perf and silk-screen scratch-off coating