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