

GENERAL INFORMATION & ORDERING

1 ARTWORK REQUIREMENTS:

Preliminary sketches or actual samples of previously printed cards will be accepted for initial review.

DIGITAL ARTWORK FILE GUIDELINES

Platforms:

Macintosh is preferred, PC accepted with limited applications.

Applications Setup:

Files should be prepared using Illustrator, Freehand, QuarkXPress, Photoshop, PageMaker, InDesign or ArtPro. Color should be set up to CMYK or spot colors according to final product. PMS colors must be correctly indicated. All art must be linked to a file rather than embedded into the layout page.

Photoshop:

Preferred formats include TIFF, TIFF LZW, DCS, EPS, RGB or LAB Color. Supplied resolution should be 300dpi for continuous tone and 1200dpi for Bitmap. Maximum density is 280%. Please provide layered files.

Completeness:

Please ensure that files are complete including all fonts (Adobe Type 1, Screen and Printer Fonts, Bitstream or Open Type Face preferred), linked material, and high resolution graphics. We also request hard copy proofs or Acrobat PDF to accompany your digital files.

Transfer Media:

File transfers should be made using CD, DVD, or Email of 10MB or less. FTP/Print Direct can also be used: see your Sales Representative for uploading procedures, username and password information.

Proofs Approval:

After receipt of your art, we will provide a proof to you that represents a model of your final product. Please approve the proofs with a signature and return ASAP. On-line proof approvals are available; please coordinate with your sales representative.

2 UNDERRUNS/OVERRUNS

Orders will be considered complete by plus or minus (5%) of the contracted amount and the purchaser will pay for the actual amount delivered.

3 PACKAGING:

Decks are packaged in custom tuck boxes to match the back design and cello-wrapped unless otherwise specified.

4 DELIVERY:

FOB: Cincinnati, Ohio, prepaid and add.

5 CONTACT:

Ellen Hecht

Custom Division Sales Manager

The United States Playing Card Company

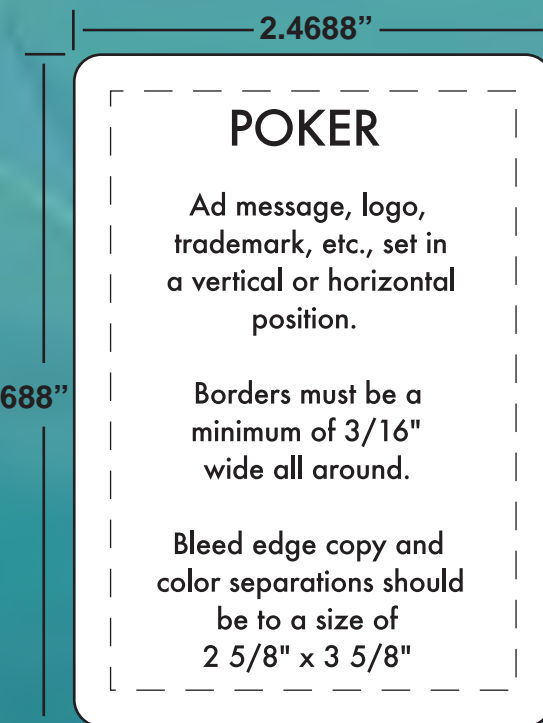
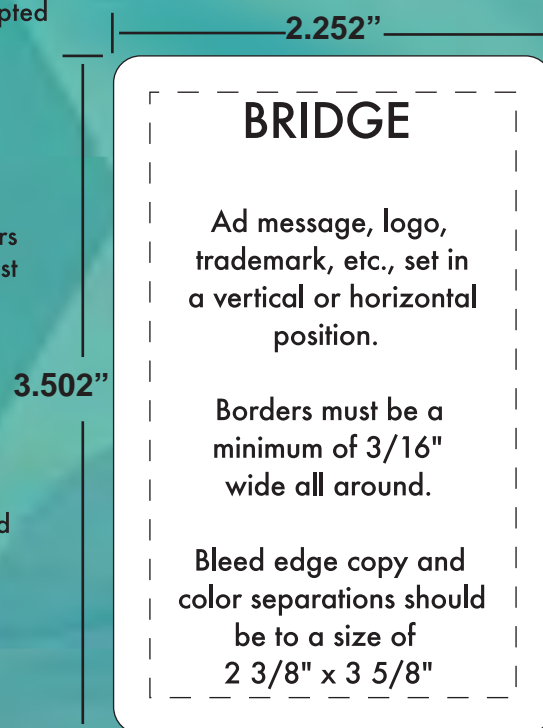
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Custom
DIVISION
THE UNITED STATES
PLAYING CARD
COMPANY

From the Maker of
BICYCLE
Brand
Playing Cards

1 COLOR

Single-colored card backs are an effective, lower price choice.



2 COLOR

Two-color back designs offer more flexibility and contrast.



3 COLOR

Three colors allow for even more flexibility and contrast.



4 COLOR

Four colors offer unlimited opportunities. Printed with 4-color process or flat Pantone® colors as desired.



5 COLOR +

Five or more colors offer maximum flexibility and creativity. Printed with 4-color process plus spot varnish or metallic ink, or with 5 plus matched inks—the sky's the limit!



MAGIC



Bicycle® is the brand most preferred by magicians. We can customize Bicycle faces, backs, and color to make your show unique.



Fun kids game decks make great meal premiums and prizes.

Educational trivia decks put a fun spin on learning.

Cards are not just a standard deck. We can help you create all types of card decks for a wide variety of games and uses. Create decks featuring special games, facts and trivia, or instructions.



Fun conversation starter decks liven up special events.



Make your own card game come to life.

PACKAGING

Decks are packaged in your choice of custom tuck boxes matching your back design, cello-wrapped decks without a tuck box, or in a window tuck case.



Matching tuck case & card back



Window box tuck case



Plastic cases in Bridge and mini sizes



PACKAGING

A wide variety of deluxe, gift and custom packaging is available. Please call to discuss your requirements and pricing.



Custom 2-deck and single deck velour cases



Custom 2-deck tin with custom tuck cases



Custom 1 & 2 deck tins with matching tuck cases and tin sleeve



2 packs and blister packs

SIZES

We offer custom decks in four sizes: poker, bridge, mini, and micro.



Poker (2 1/2" x 3 1/2")



Bridge (2 1/4" x 3 1/2")



Mini (1 11/16" x 2 1/2")



Micro (1 5/16" x 1 13/16")

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Annual report featuring playing card 2-pack

We tailor creative package solutions to meet your marketing needs. A custom deck makes an excellent high value gift to increase response to mail offerings, build loyalty with customers, or reward shareholders. An average of over 1200 impressions of your logo or message are communicated in two hours of play.



Custom deck integrated into direct mail piece



Custom neck ring packaging for poker, bridge, and micro size decks facilitates easy execution of beverage point-of-purchase opportunities.



STANDARD FACES

Regular faces are the most popular design. Bridge or Poker size



JUMBO INDEX FACES

Jumbo Index faces are easy to read across a table or in dim light. Popular with Texas Hold'Em players! Bridge or Poker size



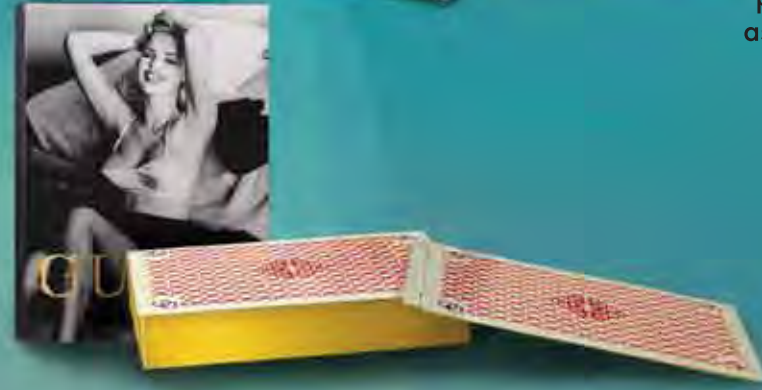
CUSTOM FACES

Create the ultimate impression by customizing the face side of your deck. An unlimited number of possibilities exist to represent your brand identity, promote new products, train employees, and build awareness.



QUALITY BICYCLE

Your custom deck will be manufactured on Bicycle® paper using the same manufacturing processes as the world's leading playing card. It will shuffle easier, deal better, and last longer than other custom decks. The cards will be manufactured in the U.S. with paper from the finest hardwoods, assembled with superior adhesive, drying, and printing processes. Your cards will look fantastic and play great.



GILT EDGES

Add a touch of class to your deck with an edging of metallic gold.

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