

CONSUMER SERVICE

Project Description Canada’s most popular student discount card offering deals of 10-15% off at thousands of retailers and restaurants. The card costs \$9.99 and is sold through retail locations nationwide.

Benefits The card project has been produced successfully at our company for five years. From creative through to kitting and distribution of final product, LM handles all the client’s needs in-house, on time and on budget.

Problems & Solutions the client approached LM for a more secure design because in the original version the cards were tipped inside a folded, unsealed carrier. The requirement for a more secure carrier and a high level of security on some versions of the cards needed to be addressed.

LM introduced the concept of completely sealing the self-mailer via in-line gluing and the application of RFID stickers (Radio-Frequency Identification) which could also applied in-line. These capabilities along with the capacity to quickly switch between the different variations met all the client’s needs. The LM design continues to yield success, as it has been the carrier of choice for three years running.

Production Specifications
 Quantity: 700,000
 Versions: 5 Creatives
 Print: 4/4 on 80lb Gloss Cover Stock
 Finishing: In-line tipping, folding, gluing and shrink-wrapping in 25’s

Video <https://youtu.be/Mkq7YNCjvUY>

Creative

