

# Enhance Your Brand Image With Unique Design Effects



## Crystal Stones

Each customer's individually designed card can be combined with Austrian crystal stones. The introduction of this printing technique to Austria Card's innovative line of cards has heralded a new era of card design. It enables you to bring glamor and finesse to the cards with high-class luxury crystal stones.

Your card design will stand out and the splendor and sophistication of crystal stones will impress your customers as well as their acquaintances. All crystals are set by hand and are artistically placed onto the card. The crystals can be incorporated into any custom design.

## Dream Layer Creative Effects

Dream Layer technology, which benefits from an optical effect of iridescent strata, is another way to provide your customers with visually unique cards.

The cards can be customized through logos, writings, or graphics. The layering effect lends itself to ultimate uniqueness as the color and transparency level applied to the card can create visual impressions that range from subtle to dramatic. A notable advantage of the Dream



Layer effect is that it allows imagination to be combined with our fully integrated lamination. The layer is applied to the entire card surface, allowing the special dream characteristics to seamlessly 'spill over' to all four edges of the card. Limitless color choice and custom graphics are a vibrant combination for astonishing effects. Impressions of blue water, white clouds, and red fire are only a few of the endless options.

Almost all Dream Layer card options provided by Austria Card can be manufactured using layered effects. Graphic art can be printed either close to the card surface, almost on the Dream Layer itself, or on the layers below, to achieve a remarkable 3D effect.

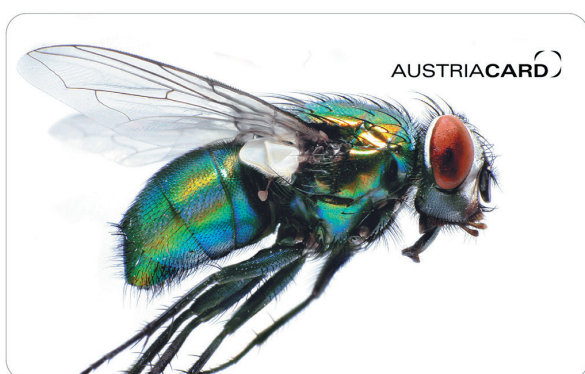
## Nickel Partial

A metallic decorative element in gold or silver is inlaid into the card body, enhancing or embellishing the design and improving security.

## Glitter

Glittering elements are laminated and transform card images from static to dynamic, evoking the impression of movement.

# Card Material Matching Your Corporate Identity



## Hotfoil

Depending on the foil in use, metallic, matt, iridescent, or pearlescent effects can be placed either onto the entire card or on parts of it. If incorporated well into your design, it will create visual effects that will leave your customers stunned.

## Lacquer Layer

Partially coated surfaces and self-luminous colors create a particularly powerful impression when certain elements of the layout start to glow in the dark.

## Translucent

Individual shapes of the card can either be completely translucent or equipped with a colored look-through effect, which can support and enhance the layout of your card.

## Structure Levels

Austria Card offers three different levels of surface structure: high, medium, and low. Those add extra value to your card and can be applied to any card by using structured lamination plate technology.



## The Scent of Success

Human senses are stimulated by scents and colors. The living world is the best laboratory providing us with a range of subtle and refined smells as well as visual pleasures. These elements become associations and memories, raising emotions in people. A scratch-and-smell layer on the card contains particles that discreetly spread a pleasant scent. Scratching the surface will intensify the aroma.

Living card features can be applied to all kinds of PVC cards. The scent colors used by Austria Card have been controlled thoroughly and comply with various standards and regulations. Among others, the following scents are available:

- Coconut
- Ginger bread
- Leather
- Orange
- Peppermint
- Rose
- Strawberry
- Wood