

Rub 'n Reveal

Increase your response rates!

Magically reveal hidden messages on your direct mail envelopes with our exclusive Rub 'n Reveal "Invisible" ink formulation.

This type of interactive feature is a proven method for stimulating recipients to open your envelope!

FEATURES	BENEFITS
This ink remains invisible throughout the mailing process	➔ Customer involvement is required to activate the ink and reveal the message, as opposed to traditional latex scratch-offs where the intended message can get revealed through the mailing process before it reaches the recipient
Cost Effective alternative to scratch-offs	➔ Save money on your next promotional campaign - 75% cheaper to produce than scratch-offs
Virtually any uncoated stock envelope can use this technology	➔ Add this feature to your existing direct mail envelopes
Any text or graphics can be created using Rub 'n Reveal ink	➔ No limitations on your "invisible" printing which allows for high impact graphics and brand recognition
Ink is available in a variety of standard colours	➔ Ability to match your design colour scheme
No residue after scratching	➔ Unlike scratch offs, Rub 'n Reveal ink allows the recipient to maintain a clean and tidy workstation

Applications:

- Reveal: Subscription offers, special discounts, coupon savings, prizes, interest rates, membership benefits
- Direct Mail applications: credit card issuers, magazine & book publishers, banks & financial service companies



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