



## Why you should visit Graph Expo this year!

### Secure Gift Card Package system on show

Datacard Ga-Vehren will be exhibiting a system configured to run a secure gift-card package. Interest in these formats is growing in the UK and volumes are expected to increase. These secure packages (sometimes referred to as InComm, Open Loop etc) can vary slightly in format, but all can be run on a Ga-Vehren.

Currently, these packages require three finishing processes (four if you include putting the magnetic tape onto the carrier), not necessarily in this order:

- encoding and imaging the card
- encoding and imaging the carrier
- match mounting the card to the carrier and making a sealed package.

The Ga-Vehren solution reduces this method from a non-integrated, three-step process to a more efficient and secure two-step operation.



### More information on our Website

We have posted the machine configuration and full explanation of the processes involved on our website.

[www.uniquefinishing.co.uk/newsletters/secure.html](http://www.uniquefinishing.co.uk/newsletters/secure.html)

The combined system allows for a more secure and efficiently produced product. Information is read from a pre-personalised card which is then affixed to the carrier, possibly along with a Terms and Conditions leaflet. The carrier is glued and folded and then personalised by encoding the magnetic stripe and printing a bar code – all on one piece of equipment.



### Graph Expo, Chicago, September 9-12 2007

Graph Expo will be at it's regular Chicago home: McCormick Place. You can find more information at <http://graphexpo.gasc.org>

Admission costs \$30 in advance or \$45 on the door. However, I'm sure Datacard have a few free passes so please let me know if you're coming and we'll arrange one for you!

Kind regards,  
Lindsay.

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## Secure Gift Card Line at Graph Expo 2007...

I want to affix plastic cards

I want send secure PIN letters

## I want to sort plastic cards

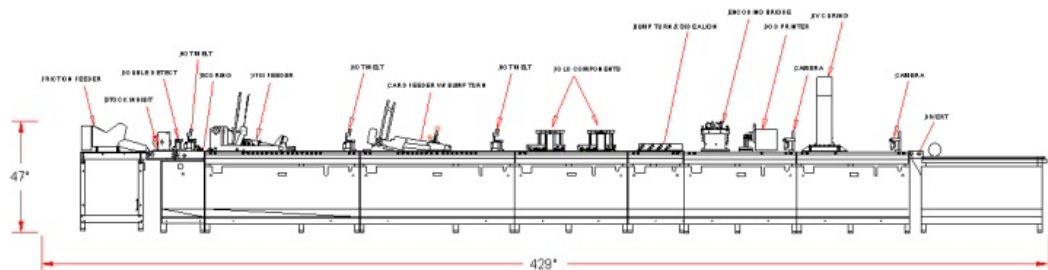
## I want faster scratch off labels

## I want a card labelling system

I want to place CDs and DVDs

**I want to attach samples and sachets**

Products  
Labels  
Labelling Systems  
Legacy Spares  
Otto Künnecke Systems



Application description:

- feed a flat unpersonalised (unencoded magstripe) carrier, wide edge leading from friction feeder
- feed and affix a T&C leaflet from VF-III Feeder using hotmelt adhesive
- feed a pre-personalised plastic card and read the magnetic stripe
- bump turn the card 90° so that it is wide edge leading and affix the card to the carrier with hotmelt adhesive
- apply hotmelt glue to the carrier and make two plow folds
- bump turn the carrier 90° so that the package is now wide edge leading and the magstripe is in the direction of travel
- encode the magstripe on the carrier
- image the carrier with UV DOD inkjet
- divert any misreads / misprints
- deliver in a shingle.

Please contact us if you would like further information on this format as the pdf and video have now been taken down.