



EMBOSSING AND THERMAL IMAGING

Emboss or
Thermal
Image like a
pro

- Embossing adds the traditional credit card look and feel
- 2-3 lines of embossing is standard
- More than 3 lines slows down the process and adds cost
- There is only one font
- Cards must be a minimum thickness of 24 mil for embossing
- Large font is 18 pt. and fits 19 characters across the card
- Small font is 10 pt. and fits 30 characters across the card
- Positioning must start at least 3/10" from the left and 2/10" from the top
- Foil tipping of the embossed letters is standard in Silver, Gold, Black & White
- Other colors are available, but add to the cost and production timing
- Encoding of magnetic stripe is available
- Thermal imaging is more modern looking
- 3 lines of thermal imaging is standard
- More than 3 lines slows down the process and adds cost
- There is a huge variety of fonts available, all True Type Fonts
- Greater than 8 pt. and sans serif is recommended (reduces spoilage)
- Keep copy 1/4" away from any edge for best results and least amount of spoilage
- Colors other than black are available but may add to cost and timing
- Encoding of magnetic stripe is available

