



## Printing instructions for customised telephone cards

### Telephone value-cards

Cashless telephoning is fast becoming the norm; it is the solution to the problem of having to keep inserting coins when making international calls or calls of long duration.

Landis & Gyr prepaid telephone cards are optically coded and therefore provide very high security against forgery.

With the development of the Phone-card high security telephone card, Landis & Gyr has strengthened its position as the world leader in the technological area of optically coded telephone cards.

To date, over 100 million of these cards have been sold, demonstrating the enormous success of this practical means of payment.

## Customised Phonecards

Landis & Gyr telephone cards can also serve as an advertising medium, with company and product information printed in colour on the face of the card.

The offset printing method, which gives full colour reproduction of photographs etc., is used for large quantity orders.

The silk screen printing method where the individual colours are block printed onto the cards is more economical for smaller quantities.

The whole area of the card may be used except for the "value strip" and the design is entirely in your hands.

Such prepaid telephone cards make excellent advertising gifts.

### 1. Examples of design

#### Obverse

Offset printing:

Colour photograph (four-colour process), line drawings and text

Silk screen printing:

Line drawings and text (block printing)



#### Phonecard

#### Professionaries

100次公用電話通話卡 交通部電信總局

100 80 60 40 20



**Reverse side**

Offset or silk screen printing:  
Text and line drawings (block printing),  
photographs not possible

VERBINDEN SIE MICH BITTE MIT DER AUFREGENDSTEN MASCHERE!  
UN IRRÉSISTIBLE APPEL À LA GOURMANDISE!

ALLO! **Chocolait**  
Chips

Nestlé

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1 Zürich

the new

Phon  
Zuric  
Luga  
Gene

**NWAYS**

**atalogue!**

01 311 10 00  
091 48 50 18  
022 41 81 39

BANK  
& CIE  
e 107  
stfach  
Basel

Basel: 061/45 77 77  
Zürich: 01/213 91 91

**TELEMALI - T.I.M.**

**E DES TELECOMMUNICATIONS  
TERNATIONALES DU MALI**

imard - BAMAKO  
Téléphone : 223 / 22 59 33  
22 22 65

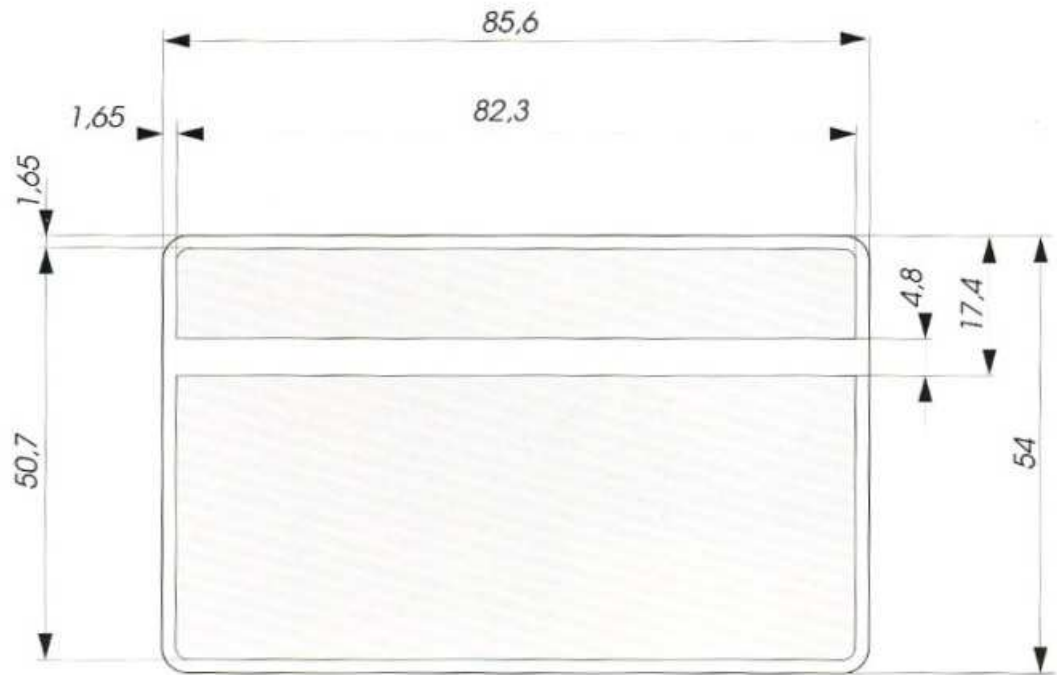
Télex : 2902 MJ et 1200 MJ  
Télécopie : 223 / 22 30 22

## 2. Design / Dimensions

In the free area the design can be desired.

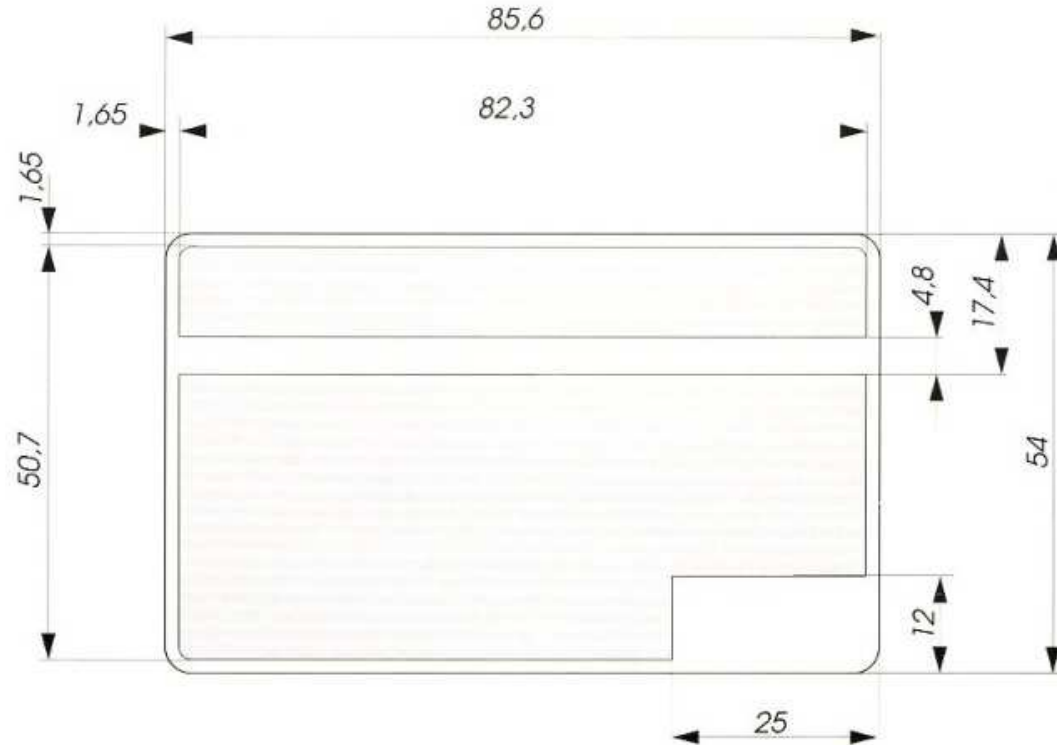
### Obverse:

Headline of the telephone value card: different versions possible (see point 4)  
A border of 1,65 mm should be left free.  
Leave invisible value-track free.



### Reverse:

Area for design is unrestricted, but:  
Leave invisible value-track free.  
Leave field for numbering free (below right).  
Leave 1,65 mm border free.



### 3. Artwork specifications

#### 3.1 Printing inks

**Obverse :** The material to be printed on is matt silver PVC film. Therefore, the Pantone reference scale is not accurately applicable. Some colour deviation occurs that can produce interesting optical effects. There is always the possibility of first printing a white backing coat (supplementary colour).

**Reverse :** The support material is a black PVC film. The Pantone reference scale is not applicable because of the limited covering power of the inks. The best colour effects are obtained with very bright colours on the largest possible areas (extrabold type).

Screen process colour printing is not possible on the reverse side. Not more than three different colours can be used.

#### 3.2 Size and thickness of letters

##### Obverse

**Offset printing:**  
Colour photograph (four-colour process, screen 48), line drawings and text

**Silk screen printing:**  
Line drawings and text (block printing)

Height of lettering:  
 • positive min. 2,0 mm \*  
 • negative min. 2,5 mm \*

Line width:  
 • positive min. 0,3 mm \*  
 • negative min. 0,4 mm \*

\* valid for offset and silk screen printing

(e.g. Helvetica 10 points, medium-bold with reverse printing)

**Reverse :** Line drawings (logos) and text, photos not possible

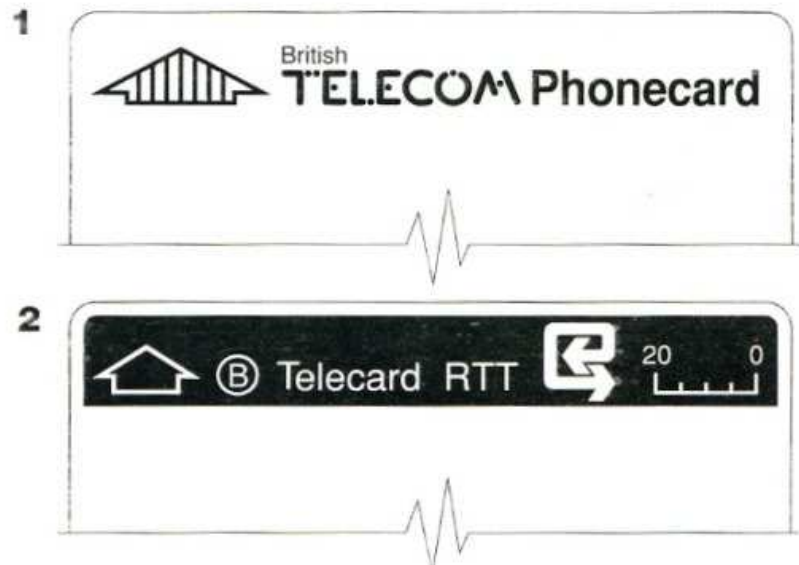
Line thickness:  
 • positive min. 0,3 mm \*  
 • negative min. 0,5 mm \*

\* valid for offset and silk screen printing

### 4. Head of the publicity card

There is a choice between different versions.

Block printing in any colour



Positive printing of text : ex. 1  
 Negative printing of text : ex. 2

## 5. Source documents required

Original ready for reproduction at a scale of 1: 1 or greater (e.g. 3:1)

or

for colour pictures: photograph or transparency

or

sketch for the preparation of a clean drawing.

Films are not necessary.

## 6. Proofs

A cromalin proof is submitted for the "O.K. for press".

**ASK FOR SAMPLE CARDS !**



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Printed in Switzerland

Subject to modification without notice

**[WWW.OPTICAL-CARDS.COM](http://WWW.OPTICAL-CARDS.COM)**

**By Alain KNECHT, September 2009**