

A MARKETER'S GUIDE

The Northstar guide to... Scratch card printing

Selecting the right
scratch card format
for your marketing
campaign.



For more information contact us

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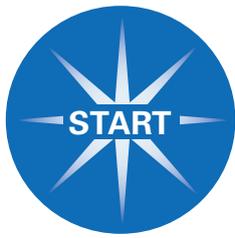
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northstar 

graphic // print // web // promo

Making brands shine brighter



What scratch card do you require?

This guide will help you identify the ideal format and solution for your scratch card campaign. The processes, solutions and price can vary depending on key factors such as; **Size**, **Variability** (numbers of winning / losing cards), **Quantities** and **Special Features** (such as unique numbering).

Follow the arrows to find your ideal solution.

WHAT SIZE?
Are you happy with one of our main standard sizes?
REGULAR: 100x50mm or
SUPER: 135x97mm

OTHER SIZE
Are you happy with one of our other regular sizes?
A7 · A6 · A5 · 1/3A4

You need a bespoke solution
Call **01282 865333** for more details



STANDARD GAME FORMATS
Do your prize options fit into one of our standard game formats?

Standard 'Hot Card' Game
Minimum order: 1,000 + 10 hot cards
Variations available: 5
Multiples: 4 x 250 + 10 hot cards = 1010 cards
Larger quantities are in multiples of 1000 + 10 (4 x 250 + 10) i.e. 2020, 3030, 4040, etc

OPTION 1: A game format may look like this where all cards are winners:

Card 1	Card 2	Card 3	Card 4	Card 5 (Hot card)
250 qty	250 qty	250 qty	250 qty	10 qty
20% off Next meal	FREE FRIES	FREE ICE CREAM	FREE COKE	MEAL FOR 2

OPTION 2: A game format may look like this where just 25% are winners and the rest are losers

Card 1	Card 2	Card 3	Card 4	Card 5 (Hot card)
250 qty	250 qty	250 qty	250 qty	10 qty
Loser	Loser	Loser	25% off	MEAL FOR 2

Standard '5 Way' Game
Minimum order: 1,250
Variations available: 5
Multiples: 5 x 250 = 1250 cards
Larger quantities are in multiples of 1250 (5 x 250) i.e. 2500, 3750, 5000, etc

OPTION 3: A game format may look like this where just 40% are winners of low value prizes

Card 1	Card 2	Card 3	Card 4	Card 5
250 qty				
Loser	Loser	Loser	15% off	25% off

BATCH PRINT SOLUTION
Do your prize options fit our BATCH PRINT scheme?
Our BATCH PRINT scheme allows you to use any number of batches as you want to give you your variations.
The minimum quantity for any batch is 250 cards, and every batch must be a multiple of 250.

EXAMPLE 1: 3 variations of card with a large quantity of losers and 2 variations of winners:

Card 1	Card 2	Card 3
5500 qty	750 qty	250 qty
Loser	Winner Prize A	Winner Prize B

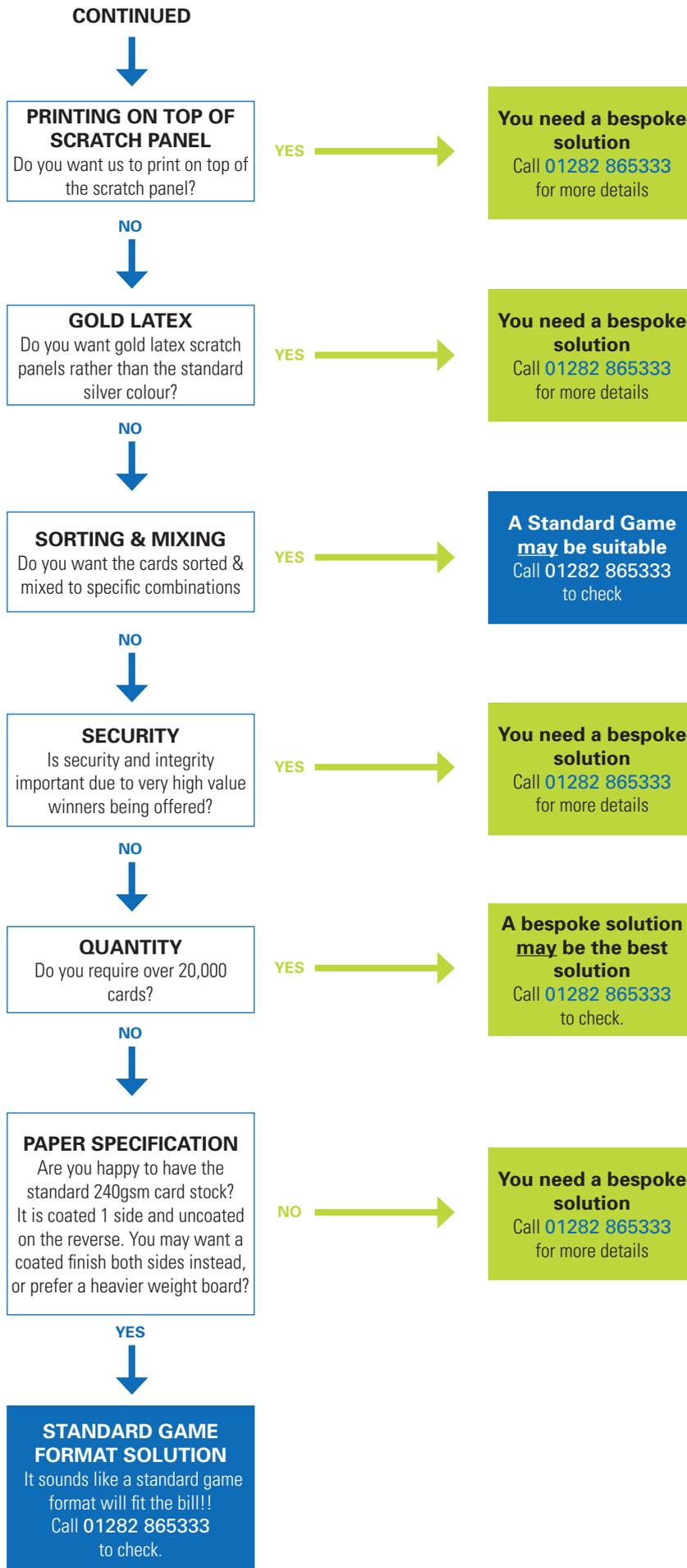
EXAMPLE 2: 4 variations of card with a large quantity of losers and 3 variations of winners:

Card 1	Card 2	Card 3	Card 4
3000 qty	750 qty	500 qty	250 qty
Loser	Winner Prize A	Winner Prize B	Winner Prize C

You need a bespoke or Individually numbered solution
Call **01282 865333** for more details

NUMBERING
Do you need the cards to be individually numbered?

SEE NEXT PAGE



Q & A

What are the differences between Standard and Bespoke Solutions?

Standard solutions are produced using our batch printing process. Cards are planned up with other similar size cards. This shares the set up costs (which are normally quite high at relatively low quantities under 20,000 cards). The batch print process results in lower printing costs which we pass onto you. Bespoke cards on the other hand are set up especially for you. The costs are greater for low quantities, but you get exactly what you want.

Can I have more than 5 variations using the standard game formats?

Yes, we also print singular batches of regular and super size cards. You can add extra variations by buying an additional batch.

Can I change the paper stock on a standard game specification?

No, we only print standard games on our double sided 240gsm board. This is coated 1 side and uncoated on the reverse. The coated side is matt laminated to help the scratch off effect.

On standard games, how are the cards supplied?

The batches are separated and then banded into piles. Each batch pile is marked with either an A, B, C, D or E (Hot cards) which are supplied in a separate envelope. It is up to you to mix them to your requirements.

What if a standard game format fits my requirements but I don't really need the full quantity of one of the batches?

Batches are only printed in multiples of 250. They are supplied separated and clearly marked. Therefore, you can take out the exact number you require from the batch and destroy/recycle the unused excess cards.

What are the lowest and highest quantities I can order?

You could order a single batch of 250 cards for just £54+ vat. The current maximum quantity we will print is approx 1 million cards.