

Magic Cards, facts and specifications

Prinziple

Magic Cards use the dry-peel system and allow varying detachment forces when peeling a label off a transparent film backing that is permanently adhered to the print medium. The label is very easy to detach from the transparent basis material and leaves no residue.

After the peeling sequence, the adhesive effect of Magic Cards is neutralized and they cannot be reaffixed; they can be used as postal business reply cards. Magic Cards can be written on with a ballpoint pen.

Standard formats

76 × 76 mm

85 × 54 mm

145 × 80 mm

Possibilities

Magic Cards can also be produced in special shapes and sizes. Contour cutting on request.



Material

Label: Glossy paper white 150 g/m²

Backing Material: PE transparent glossy

Printing

Printability: 2-sided

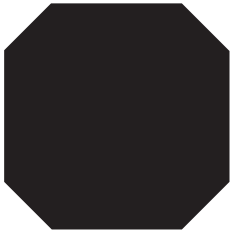
Colour: Multi-colour (CMYK and spot colour)

Artwork: Full bleed

Glue application

To facilitate detachment by the consumer, we recommended that glue-free areas are provided on the back of the Sticky Notes. A peeling aid should be placed within the layout on the front.

Standard glue application



Black area = glue

Printed image alignment

Depending on the process, the alignment between the printed image and the label backing must be specified. Alignment options are standardized and are defined in relation to a specific order.

Packaging

Labels are delivered packed in cardboard boxes. They are concertina folded and the end is provided with a self-adhesive splice point. This packaging method means that labelling can be carried out continuously, without interruption. Start and end are clearly marked on the exterior of the packaging.