

# People prefer to travel light. Be on top of it.

Your customers want to have ready access to membership benefits, special promotions, and other important information. The *BlazerCard FX*, which is **affixed** rather than integrated into the printed sheet, lets them easily detach the card to have at hand when needed. It can be laser-printed and personalized and, because it's applied to a

preprinted carrier, other messaging can be pre-printed on the back of the card and below it on the sheet.

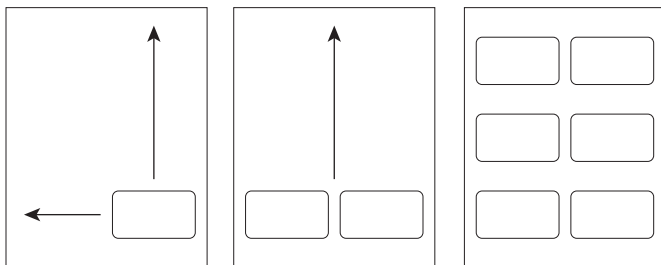
*BlazerCard FX* is a MailBlazer product, a unique line of direct mail solutions that allow laser personalization, transforming ordinary direct mail into a powerful promotional tool.

## BENEFITS

- Alternative to expensive hard plastic cards
- Look & feel encourages response
- Prints on both sides as well as on carrier sheet
- Can be laser personalized
- Flexible placement on carrier sheet
- Choose thin plastic or laminated paper
- Easy to remove

## APPLICATIONS

- ID cards
- Membership cards & mailers
- Loyalty & incentive programs
- Promotional & reminder cards
- Affinity cards



SOME OF THE MANY PLACEMENT OPTIONS FOR *BLAZERCARD* FX



BlazerCard FX is easily detachable



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