



JUST LIKE TRUE LOVE

*FIRST
IMPRESSIONS
ARE
FOREVER*

Your advertisement has five seconds to capture a potential customer's attention and motivate them to keep reading. To do that, your message and how you deliver it better be special so it doesn't get lost in the sea of plain white envelopes and postcards. An embossed image like this dress literally makes your message stand out from your competitors' one-dimensional communications. It makes both a visual and tactile impact that can't be overlooked, and also gives your directive a weight that in turn makes the recipient feel important for receiving it.



PRINTED ON OPUS PS MATTE COVER 80LB/9PT/216GSM.
SCULPTED BLIND EMBOSS, FOIL ON PEARLS & DRESS FORM,
MATCH BLUE PLUS OVERALL SATIN AQUEOUS.

Mailability note: Print finishing techniques that add texture must be placed away from all barcode areas, indicias and safe zones. Keep in mind that the reverse side may also be affected. Work with a printer or mail professional for best results. Bar codes should also be tested prior to finishing the complete run.