

Hallmark Cards Inc

Process of choice Criteria



"Best Practices & Emerging Technologies"

GAA Pressroom Conference – April 22-24, 2008

Millennium Hotel, Cincinnati, OH

Questions to be answered

- Is the design a property or licensed product?
- Is it a wedding or elegant design?
- What is the run length?
- How many times will it be ran?
- Is there metallic or pearl inks ?
- How critical is the register?
- What channel will the product be sold in?



Property or Licensed

- 95% of properties are ran using the Gravure process.
- The high quality of Gravure helps keep relationships strong with Licensees.



Wedding or Elegant design

- This format usually has a higher price point. Which in return we want the high quality of Gravure as the process of choice.



What is the run length?

- Since tooling cost is the biggest difference between Gravure and other processes, run length can help offset that cost. Unless it is a continuous Repeat.
- Jobs 200,000 feet or larger justify the extra tooling cost of Gravure.



How many times will the Job run?

- Since flexo plates tend to stretch when stripping and remounting occurs. If a job runs more than 4 times it makes sense to run Gravure.



Is there Metallic or pearl Inks.

- The Gravure process has a higher quality lay-down of these specialized Inks. With greater consistency.



How critical is register?

- Photographic images
- Facial cartoon characters
- Tight register process colors.
- All above we choose to print using the Gravure process.



What Channel will it be sold in.

- Hallmark Gold Crown Stores
- High-End Retail channels
- Specialty Stores
- Most Mass channels

If sold in the above channels, chances are it will be printed Gravure.

