

## Client: SPC (Student Price Card)

**Project Description** The Student Price Card is Canada's most popular student discount card offering deals of 10-15% off at thousands of retailers and restaurants. The SPC card costs \$9.99 and is sold through retail locations nationwide.

**Benefits** The SPC card project has been produced successfully at our company for five years. From creative through to kitting and distribution of final product, Lowe-Martin handles all the client's needs in-house, on time and on budget.

**Problems & Solutions** SPC approached Lowe-Martin for a more secure design because in the original version the cards were tipped inside a folded, unsealed carrier. The requirement for a more secure carrier and a high level of security on some versions of the cards needed to be addressed. Lowe-Martin introduced the concept of completely sealing the self-mailer via in-line gluing and the application of RFID stickers (Radio-Frequency Identification) which could also applied in-line. These capabilities along with the capacity to quickly switch between the different variations met all the client's needs. The Lowe-Martin design continues to yield success, as it has been the carrier of choice for three years running.

**Production Specifications**  
 Quantity: 700,000  
 Versions: 5 Creatives  
 Print: 4/4 on 80lb Gloss Cover Stock  
 Finishing: In-line tipping, folding, gluing and shrink-wrapping in 25's

## Creative

