# Client: Virgin Plus

**Project Description**

As part of an on-going customer rewards program, Virgin Plus mailed a package to selected clients that contained a Starbucks cash value card, as well as additional offers for discounts on clothing and travel.

**Benefits**

The selfmailer was based on an LM original structural design that was shown to the client to demonstrate unique, in-line folding capabilities. The client's studio was able to take our template, make some further folding adjustments to complement their graphic design, and the Virgin Plus selfmailer was born!

**Problems & Solutions**

The selfmailer was printed, die cut and left flat for the 3 offer cards to be tipped on. Two of the cards were imaged off-line with unique numbers (as a security measure), and the generic Starbucks card was supplied ready to go. The challenge was how to guarantee secure placement of the cards on the selfmailer with an absolute minimum of movement or spoilage efficiently, in a cost effective manner.

Using our in-house specialty finishing equipment, we were able to accomplish this in a very quick turnaround, with extremely low spoilage counts. The offer cards were managed in a very secure environment (all cards were kept in the security lockup until required, then returned to lock up at the end of shift. While out of the security lock up, they were constantly under supervision). The cards were tipped on and after the 3rd card was placed, the selfmailer was folded, the panel covering the Starbucks card was spot glued shut, then the selfmailer was clipsealed and imaged with a Name and Address Block, coming off in LCP sort for Canada Post.

**Production Specification and process**

Print: Selfmailer - 4 colour process 2 sides + in-line matte varnish and spot hi gloss UV coating on 10 pt Supreme Gloss Cover C2S

Cards – 4 colour process 2 sides + inkjet unique code 1 side for Aldo and Flight Centre cards on 12 pt Supreme Gloss Cover C2S

Finishing: Selfmailer – print, die cut, tip on 3 cards, automatically fold and glue down flap on panel housing Starbucks card, clipseal, inkjet NAB and come off in LCP sort.

Cards – print, trim, inkjet unique number and hold for lettershop