



Here's how Cup n' Card works -

- Unique card carrier attracts buyer
- Buyer easily assembles 3-D cup
- Cup n' Card presented to thrilled recipient
- Happy recipient shares the special gifting moment

And the cup has room to accommodate an add-on item purchase as well.



Cup n' Card Carriers Hold Added Value

Along with the popularity of gift cards comes competition. *How do you get consumers to purchase your gift card over the countless others in the marketplace?* An effective strategy is to package it in a motivating, noteworthy way, so the purchaser enjoys giving and the recipient is excited to receive.

Create Engagement

Appeal to today's experienced-focused consumer with a gift card carrier that includes hands-on interaction and holds a place of distinction – **PLI's Cup n' Card Carrier** does just that!

Offer Uniqueness

Gift card recipients will be pleased when the fun looking cup containing a gift card is handed to them. Even more surprised when they discover it sitting on their desk, kitchen table, or night stand. **Cup n' Card** makes the recipient feel special and appreciated.

Unlimited Cups of . . .

Designed for use well beyond the food and beverage market, **Cup n' Card** can be used to commemorate various occasions important to your customers and can also evoke unplanned purchases. Everyone can enjoy a -

<i>Cup of Thanks</i>	<i>Cup of Cheer</i>	<i>Cup of Congrats</i>	<i>Cup of Birthday Wishes</i>	<i>Cup of Fun</i>
<i>Cup of Fashion</i>	<i>Cup of Beauty</i>	<i>Cup of Fitness</i>	<i>Cup of Treat Yourself</i>	<i>Cup of Choice</i>

Creative graphics that connect with your audience add even more distinction and consumer appeal to **Cup n' Card**. You can even further customize **Cup n' Card** more with an exclusive, tailored structural design.



For more information on Cup n' Card and other packaging with marketing benefits to help grow your Gift Card Program, contact PLI.

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