



Rely on PLI's creative expertise and manufacturing experience for key cards that bring alive –

The diverse surface textures of natural stone

- Polished – high gloss shine
- Honed – flat, low sheen
- Flamed – rough, porous
- Sand Blasted – matte gloss
- Bush Hammered – textured

The brilliant and subtle colors derived from mineral composites

- Augite – brown, green, black, purple
- Biolite – black, brown, green
- Calcite – pearlescent and pale colors
- Dolomite – colorless, pink, pale brown
- Hematite – metallic gray or black
- Hornblende – green, yellow brown, black
- Limonite – black, brown, yellow
- Sulphur – pale gold

The various natural formation effects

- Veined
- Grained
- Crystalized

Key Cards that Capture the Appeal of Natural Stone

Enduring Style

Featured in ancient architecture and today's modern buildings, the beauty and popularity of natural stone is timeless. Representative of quality and strength, natural stone adds value to design.

Bring the elegant look of natural stone to your key cards to enhance the guest experience and elevate your brand. Guests will be pleased to receive a beautifully designed card upon check-in and excited to use it during their stay.

Distinct and Personal

Recognized for uniqueness, natural stone comes in a wide variety of colors, textures and patterns. These differing aesthetics can be creatively translated to card design. Consider your audience, and what resonates with them -

- Elegance of black and deep emerald green
- Warm natural feel of earth tones
- Clean organic look from shades of white
- Light, whimsical pastels and pearlescent

Another interesting option is a mosaic look crafted from an artful, patterned combination of natural stone.

Whatever the desired attributes, PLI can simulate a natural stone look and feel in card form that is sure to attract. Consider offering a complete quarry collection of cards that will connect with a wide range of guest likes and preferences.

For more information on key cards that embody the enduring attraction of natural stone, and other ideas on how you can build a monumental Card Marketing Program, contact PLI today.

1-800-752-1017 • www.plicards.com

