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Toronto business cards are essential in our world today. Your clients and customers are busier than ever so they need something already prepared with your contact information to keep on hand. When they see some type of product or service they turn to these cards faster than the phone book or yellowpages.com. Unfortunately, paper business cards get expensive and are often thrown away. That's why plastic cards are taking over the business world today.

Besides being a novelty that many people take a second glance at, why would you want to invest in plastic business cards? Well, it comes down to just that: the novelty. Right now everyone is so used to the paper business card that they hardly glance at them when they are handed one. Paper cards are quick to go into the trash or get shoved in the back of a wallet or bottom of a bag. Plastic cards command more attention, are enjoyed, and get looked at more.

Plastic business cards can also act as a sort of branding strategy. If you're trying to make yourself or business known for high quality products and services, a plastic business card would be a great way to exemplify that. You'll stand out amongst your competitors and will be able to present a better image as long as it is congruent to your overall brand.

You also get a longer life span out of plastic business cards. While paper easily falls apart, bends, tears and crinkles, plastic Toronto business cards hold their shape year after year. They can take more abuse in a wallet or pocketbook and the writing won't fade, smear, or otherwise become unreadable. When someone needs your phone number or address it is always there.

There is one way you can use a plastic Toronto business card that would not be possible with a paper card. You can add a bar code to be used for reward program with your customers. You can't do that with paper cards, but it can turn into a powerful incentive that keeps your customers loyal.

Of course, designing your plastic business cards is the best part of the process. You can work with a designer or printing company to ensure that you come up with a design that serves your business well without going beyond your price limits. Know what your budget is for the project then go to the drawing table to find something that represents your company well.

Before you order your next round of Toronto business cards, consider making the switch to plastic business cards. You could always order a small batch of plastic cards and see how they are received by your customers and business connections. You can slowly replace the paper cards with the plastic over time, controlling your initial investment. Or, just go all out and order enough plastic cards to impress all of your customers at once.

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