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Why Choose Plastic Business Cards?

More and more businesses are turning away from their traditional business cards and choosing to use plastic business cards instead. Just what is there about these new plastic business cards that make them so special? Actually, a great many things. Here are just a few of the reasons why plastic business cards are becoming so popular.

- Appeal: The fact of the matter is that plastic business cards are more appealing to look at than paper business cards are. Plastic business cards can be ordered in either frosted or clear plastic, but they aren't capable of printing bright colors on them. However, the colors that are used stay bright for months and months and don't fade out like the color on paper cards. Additionally, there are many different metallic effects that can be used on the cards, giving them an ultra sophisticated, richly elegant, and professional look. Every little detail of your company logo shows up clearly, providing a very polished look.

- Lend Themselves to Very Innovative Designs: Because plastic business cards lend themselves perfectly to innovative designs, you will have the opportunity to design business cards that really stand out and catch the attention of consumers. Many businesses are giving out large quantities of business cards day after day, which means you need to have a card that will stand out and stay in a person's memory.

- Durable: Plastic business cards are also extremely durable. Unlike paper business cards that get worn, torn and dirty when dropped and then get thrown away because they are no longer clearly legible. These cards are tough and can hold up to months and years of being stuffed into that wallet or even dropped on the ground. If they get dirty they can simply be wiped off in much the same way as a credit card. Because they are durable they are much more likely to be kept for far longer periods of time which means your businesses name stays in the mind of the holder of these business cards for much longer.

- Value: People that receive plastic business cards often feel like they've received something of real value. This means they will be less likely to throw the business card away, unlike a traditional paper business card. Plastic business cards are often kept with other important cards in a person's wallet, such as their credit card. Because plastic business cards are stuffed into some forgotten part of their wallet, they will be seen on a regular basis, keeping your business in the forefront of the holder's mind.

Plastic business cards are simply a more technological advanced way to promote your business through the use of business cards. Their bright colors and innovative designs grab consumers attention making them more likely to remember your business. Because they are more durable they will be kept longer means that your business will be kept at the forefront of people's mind for longer periods. Best of all they are an inexpensive and attractive form of advertising for you and for your company.

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