

News Release from: **Capture Business Card**
Edited by the Printingtalk Editorial Team on **22 August 2006**

Capture Card Plus popular business card stock

Capture Business Cards has announced the launch of Capture Card Plus, the latest addition to the company's line of patented business card paper stocks.

Note: Readers of the Editor's **free** email newsletter will have read this news when it was announced. [Send us a blank email now to join the circulation.](#) It's free!

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Similar to the original Capture Card product, Capture Card Plus includes two large and printable labels on the often-unused back of the card, only treated with a repositionable adhesive.

Capture Card Plus gives printers, paper distributors and graphic arts resellers an innovative new product

offering that allows their customers an affordable way to transform their traditional business cards into powerful marketing tools that generate business and leaves lasting impressions. 'Repositionable adhesive products, including Repositionable Notes, have become very popular over the last year, primarily for use postal applications,' said Emma Zumberge, vice president of sales and marketing at Capture Business Card.

'However, with Capture Card Plus business cards, consumers can now use this application themselves, much like large direct mailers do, but on a one-to-one basis.

Much like the original Capture Card, Capture Card Plus takes regular weight business cards and through a patented manufacturing process, adds removable adhesive labels to the back of the card stock.

These labels can be printed using conventional offset or digital printing equipment and can include a simple type-based message or a printed photograph.

Popular applications include appointment reminders, notes, marketing messages, promotions, coupons or additional contact information.

However, with Capture Card Plus labels can be applied and reapplied to refrigerators, day planners, filing cabinets, computers or telephones.

Capture Business Card offers a reseller program to qualified partners and an opportunity to sell the patented adhesive product.

This solution enhances a reseller's existing stationery business while offering partners the ability to increase profitability and accelerates the value of their business card

business.

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