americhip® | catalog
2008-2009

"A brand is more than a name. It is an opportunity to create a sensory journey. Americhip is among the few to have succeeded in creating brand journeys that captivate all our senses."

Martin Lindstrom , Brand Futurist and author of *Brand sense*

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Multisensorize® with Americhip® Inc.

Americhip creates sensory experiences. It's our constant mission and our focus. We're a studio, a lab and a plant all in one, and we have a team of talented people with all of the eclectic skills to make each facet of our organization consistently productive and uniquely creative.

Paper engineers, for example. We have paper engineers who design intricate works of art that pop up, move, twist, flip and soar from the printed page. Our engineers come from the United States, South America, Europe and Asia—the largest engineering team in the world—and they bring with them creative styles that have been shaped and flavored by their cultural experiences and by the masters who helped train them.

In the back of the plant are the technical wizards. They develop products with circuit boards and voice chips, LEDs and fiber optics, electroluminescence and RFID. They create magic on paper using devices like paper-thin motors and wireless electronics. They can make paper talk, light up, move, whistle, sing and interact with your laptop. We also have fashion designers who take special fabrics and stitch them into paper. *That's* different. We even have scent and taste experts who develop custom scents and flavors that become vital elements in our very original books, magazine ads and direct mail.

Finally, we have the designers and print production pros who use their artistry—integrating the technologies, the dielines and glue points—to create the most vibrant, spectacular, interactive Multisensory solutions experienced anywhere.

So, innovation, engineering and sensory branding are what Americhip is about, every day, all day, on four continents. We never stop. We're always thinking about Multisensorizing and finding new ways to develop and apply it. Why? Because we love to innovate and explore and create.

We are constantly inventing and patenting clever and effective ways for our cherished clients to make emotional connections with their customers by using the power of light, sound, motion, taste and scent technologies.

First, we take our time to develop a clear understanding of what our client's brand sounds like, looks like, feels like, smells like and tastes like. Then, our team of specialists develops the ideal Multisensory solutions across various marketing platforms and product categories: magazine inserts, direct mail, packaging, and in-store marketing solutions.

We started the movement and we gave it a name: *Multisensorizing*®. It's all about engaging customers, influencing purchasing decisions and elevating brand recall by making emotional connections on a sensory level between the brand and the consumer.

And the results are incredible. Take a look at some of our Starch scores. The research shows that our Multisensorized advertising is capable of delivering 100% scores in the top three categories of "Noted", "Associated Brand", and "Read." That simply never happens with flat advertising.

Multisensorizing works. That's why so many Fortune 500 companies work with Americhip. Take a look through the catalog. You'll see page after page of high-level collaboration, world-class creative direction and the production quality that these companies demand. As we move forward discovering new technologies, setting trends and raising the bar for Multisensory marketing, we hope you'll join us as a valued Americhip client and partner.

Sincerely,

Timothy P. Clegg
Chief Multisensory Officer
Multisensorize®

Audio Branding **4-5**
New Products **6-7**

PRINT COLLATERAL / DIRECT MAIL

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- Single Note Melody
- Fully Orchestrated
- Voice & Talking Messages
- Self Recording

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We can take any part of your audio content and program it onto our ameriCHIP or our sound engineers can create a custom audio brand just for you.

commercials

voice overs

audio logos

soundtracks

music

jingles

ringtones

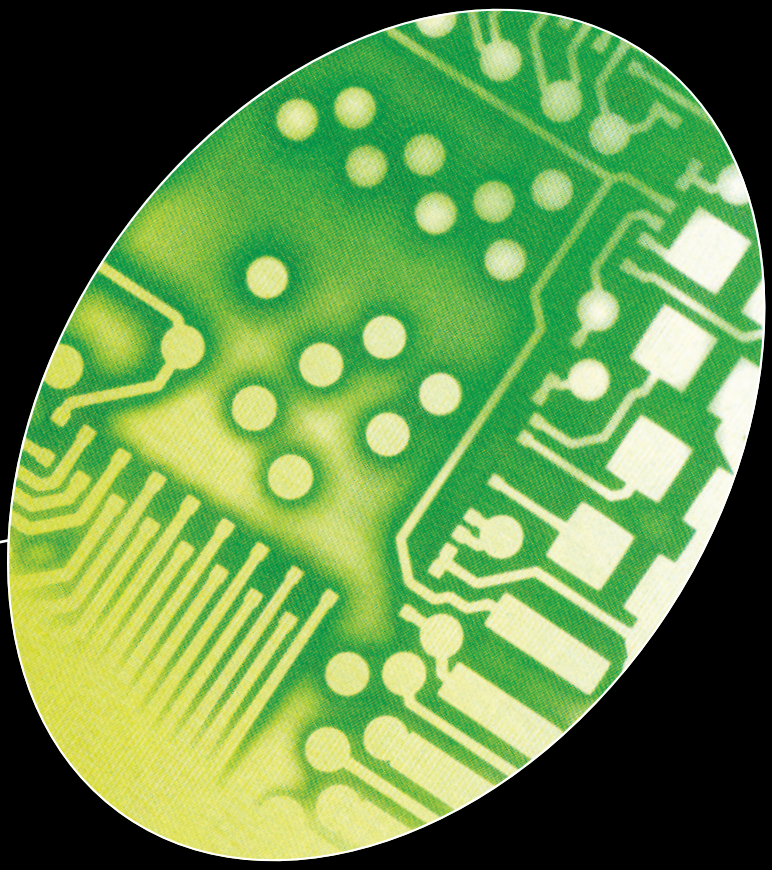
greetings

announcements

audio libraries

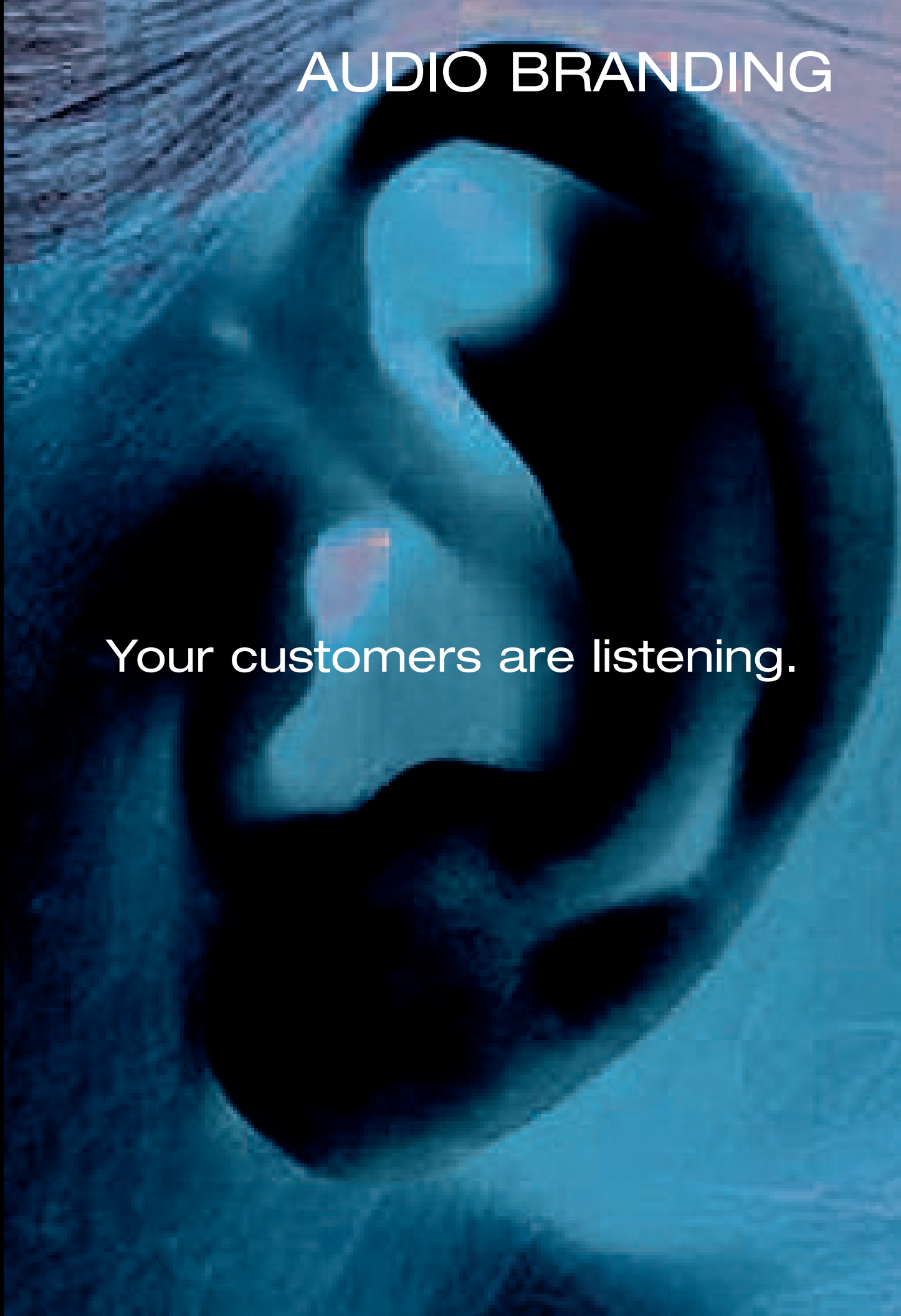
speeches

adlets

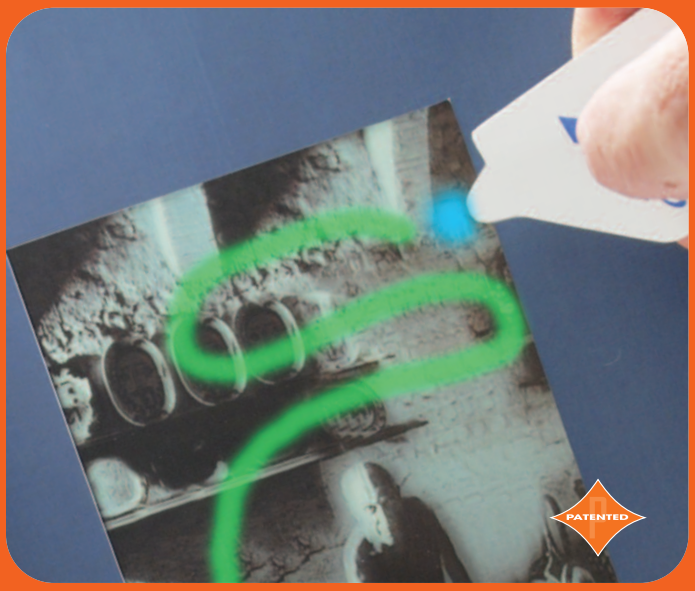


Our audio ameriCHIP can be inserted into any of our audio brand items.

No one can put the distinctive sound of your brand into more unexpected places than Americhip®.


AUDIO BRANDING
Your customers are listening.

New Products



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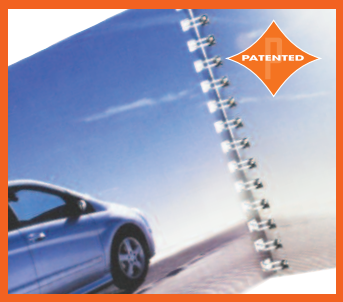

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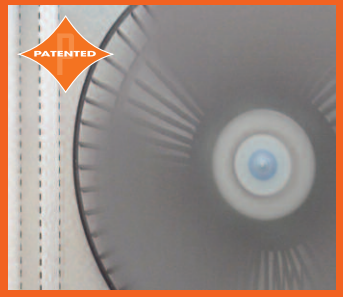

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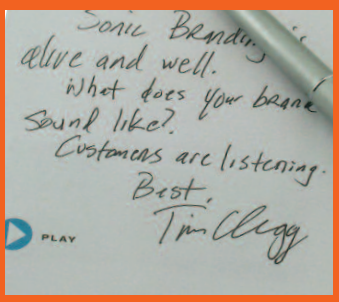

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PRINT

High quality audio engineering puts sound into paper.

Audio

Experience 100% stopping power, 100% brand recall and 89% pass-along with the magic of audio print branding.

Sound Effect Press Kit
Closed Size: 13" x 8-1/4"
Opened Size: 13" x 16-1/2"

Self-Recordable Sound Card
Closed Size: 5" x 7" Opened Size: 10" x 7"

Sound Effect Direct Mailer
Closed Size: 6" x 9" Opened Size: 12" x 9"

Audio Postcard
Size: 8" x 5"

3-Panel Fully Orchestrated Direct Mail Brochure
Closed Size: 8" x 10" Opened Size: 24" x 10"

Sound Effect
Direct Mailer
Closed Size: 5" x 7"
Opened Size: 10" x 7"

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Simple Sound Effect Card
Closed Size: 5" x 7" Opened Size: 10" x 7"

Sound Effect Convention Teaser
Closed Size: 5" x 7" Opened Size: 10" x 7"

Fully Orchestrated B2B Mailer
Closed Size: 5" x 5" Opened Size: 10" x 5"

Sound Effect Mailer
Closed Size: 9" x 6"
Opened Size: 9" x 12"

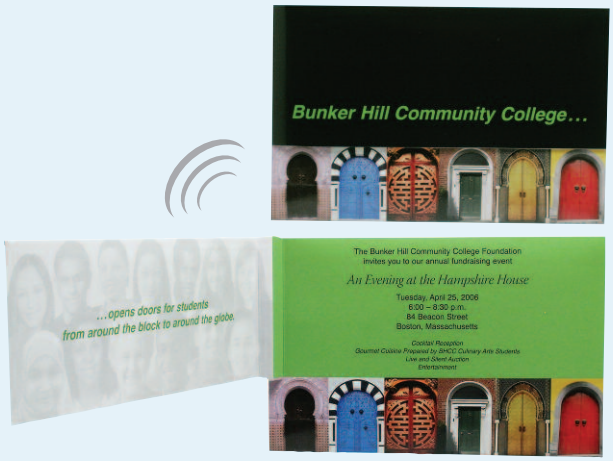
Talking Direct Mailer
Closed Size: 5" x 7"
Opened Size: 10" x 7"

Audio

Grab attention and deliver a strong message with audio advertising.

Sound Effect Press Kit
Closed Size: 11-1/2" x 9" x 1"
Opened Size: 11-1/2" x 27" x 1"

Talking Press Kit
Closed Size: 9" x 12"
Opened Size: 18" x 12"



Sound Effect Invitation
Closed Size: 8-1/2" x 5-1/2" Opened Size: 17" x 5-1/2"

Sound Effect B2B Mailer
Closed Size: 14" x 5" Opened Size: 14" x 10"

Talking Direct Mail Brochure
Closed Size: 8-1/2" x 11" Opened Size: 17" x 11"

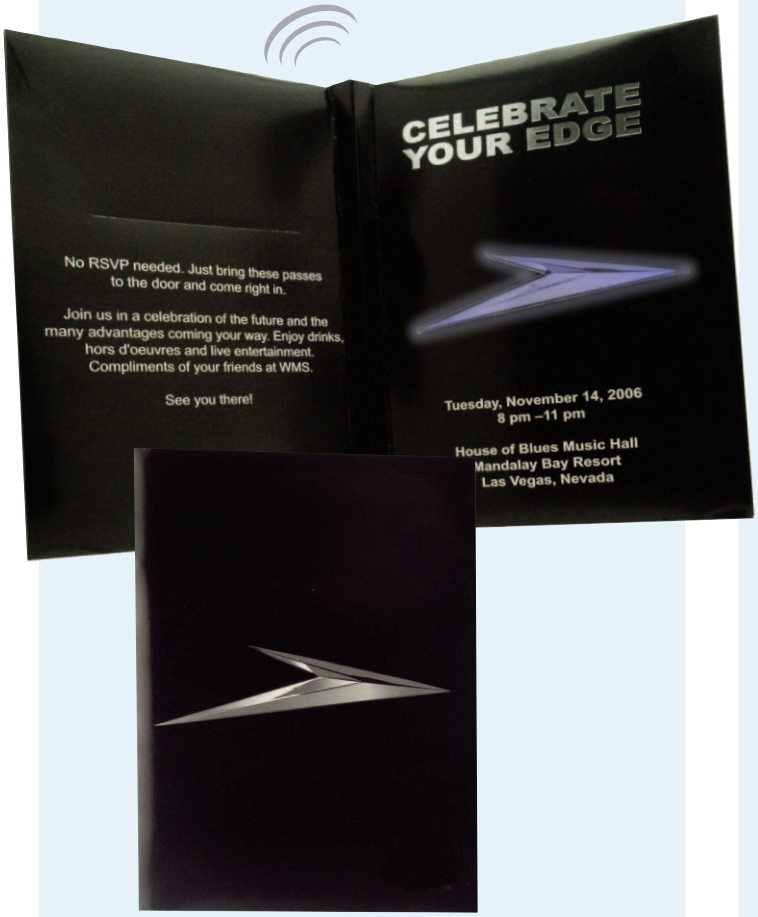
Fully Orchestrated Invitation
Closed Size: 8" x 12" Opened Size: 24" x 12"

Musical Mailer
Closed Size: 9-1/2" x 6" Opened Size: 19" x 6"

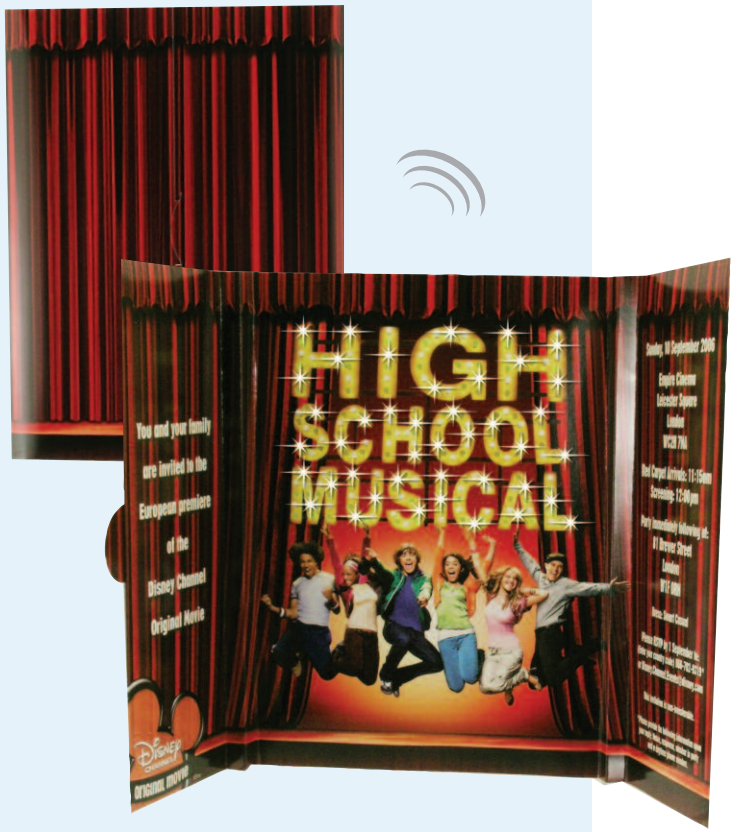
Fully Orchestrated B2B Mailer
Closed Size: 6" x 6" Opened Size: 12" x 6"

Lighted

Light in motion attracts attention to your print communications.



LED Lighted Mailer with Audio
Closed Size: 5" x 7" Opened Size: 10" x 7"



Flashing LED and Fully Orchestrated Invitation
Closed Size: 7" x 10" Opened Size: 14" x 10"

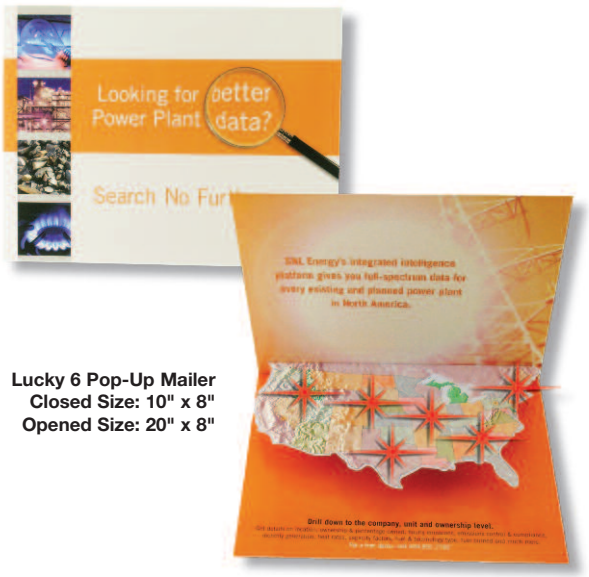
MP 4532 - Paint with Light Brochure
Interactive light pen allows the user to "draw" on special paper for a creative message.
Closed Size: 5" x 7" Opened Size: 10" x 7"

PATENTED

LED Lighted Press Kit
Closed Size: 9" x 11-1/2"
Open Size: 18" x 11-1/2"

LED Pop-Up Invitation
Closed Size: 7-1/2" x 5" Opened Size: 15" x 5"

Electroluminescent (EL) Envelope
Size: 13" x 10"



Lucky 6 Pop-Up Mailer
Closed Size: 10" x 8"
Opened Size: 20" x 8"

Back-Lit LED Disc Mailer
Closed Size: 7" x 7" Opened Size: 14" x 7"

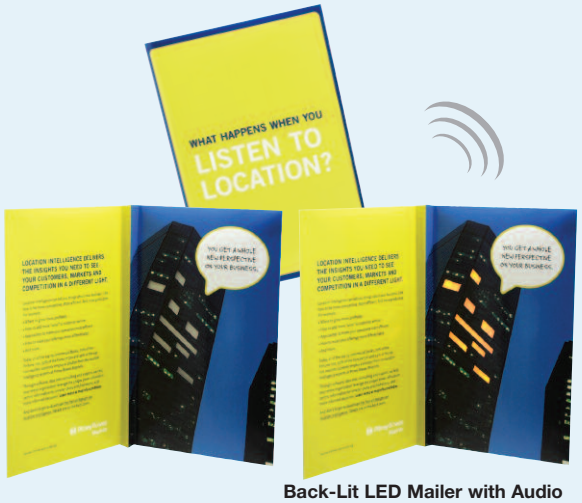
LED Invitation with Audio
Closed Size: 9" x 6-1/2" Opened Size: 18" x 6-1/2"

Promotional Book with Back-Lit Multiple Flash Pattern
Closed Size: 15" x 16"
Opened Size: 30" x 16"

Lighted

Fiber Optic and LED Lighted Press Kit
with Super Pop-Up and Audio
Closed Size: 7-1/2" x 12-1/2" x 2"
Opened Size: 15" x 12-1/2" x 2"

PATENTED



Back-Lit LED Mailer with Audio
Closed Size: 6" x 9" Opened Size: 12" x 9"

Virtual Video
Mailer with Audio
Technology: Synchronized
Moving Lenticular
Closed Size: 6" x 9" x 1/4"
Opened Size: 12" x 9" x 1/4"

Complex detail and incredible brand presentations cut through the clutter to deliver a message that is impossible to ignore.

Dimensional: **Super Pop-Ups**

MP-711 – Horse Drawn Carriage Holiday Card
Closed Size: 5" x 7"
Opened Size: 10" x 7"

MP 850 – Pop-Up Package Insert
Closed Size: 5" x 15" Opened Size: 16" x 14-3/8" x 3"

SPU 3101 – Butterfly Card
Closed Size: 5" x 7" Opened Size: 10" x 7"

Dimensional: **Super Pop-Ups**

SPU 3100 – Interlocking Pop-Up Mailer
Closed Size: 6-1/4" x 8" x 5/8"
Opened Size: 12-1/2" x 8"

SPU 2700 – Layered Flower
Closed Size: 5" x 7" Opened Size: 10" x 7"

SPU 3105 – Interior Layout
Closed Size: 8-1/2" x 11" Opened Size: 17" x 11"

CC 228 Swirling Snowflakes
Closed Size: 7" x 5" Opened Size: 13" x 5"

SPU 3112 – Historic Tri-Fold Mailer
Closed Size: 6" x 6" Opened Size: 6" x 17-1/2"

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MP 2405 – Tri-Fold Box Pop-Up
Closed Size: 8" x 4-1/2" Opened Size: 24" x 4-1/2"

MP 2410 Multiple Tent Pop-Up
Closed Size: 12" x 9"
Opened Size: 12" x 9" x 9"

SPU 3110 – Figure Layout
Closed Size: 8" x 8" Opened Size: 8" x 4"

MP 2415 – Pivot Pop-Up Direct Mail Card
Closed Size: 9" x 4" Opened Size: 18" x 4"

Dimensional: **Pop-Ups**

MP 2420 – Single Tent Mailer
Closed Size: 5" x 7" Opened Size: 10" x 7"

MP 2425 – House Pop-Up Mailer
Closed Size: 5" x 3" Opened Size: 5" x 6"

MP 2430 – Plane Pop-Up Mailer
Closed Size: 5" x 3" Opened Size: 5" x 6"

MP 2020 – Tri-Fold Box Pop-Up
Closed Size: 6" x 6" Opened Size: 18" x 6"

MP 4247 – Single Plane Pop-Up Mailer with Audio
Closed Size: 7" x 7" Opened Size: 7" x 14"

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MP 4235 – Double Plane Pop-Up Display
Size: 18" x 24" x 2"

MP 4250 – Multi-Plane Pop-Up Invitation
Closed Size: 8" x 8" Opened Size: 16" x 8"

MP 4240 – Single Plane
Pop-Up Invitation
Closed Size: 8" x 4"
Opened Size: 8" x 8"

MP 4245 – Single Plane
Pop-Up Mailer
Closed Size: 4-1/4" x 8-1/2"
Opened Size: 12-3/4" x 8-1/2"

MP 4255 – Multi-Plane Pop-Up Invitation
Closed Size: 9" x 9" Opened Size: 9" x 18"

Dimensional: **Interlocking Pop-Ups**

MP 751 - Interlocking Mailer
Closed Size: 7-11/16" x 12" Opened Size: 14-1/2" x 12"

MP 750 – Interlocking Pop-Up Mailer
Closed Size: 4-7/8" x 5" Opened Size: 9" x 5"

MP 753 – Interlocking
Circular Pop-Up Mailer
Closed Size: 4-3/16" x 8-5/16"
Opened Size: 8-3/8" x 5-5/16"

MP 754 – Interlocking Center Circular Pop-Up Mailer
Closed Size: 12" x 7" Opened Size: 24" x 7"

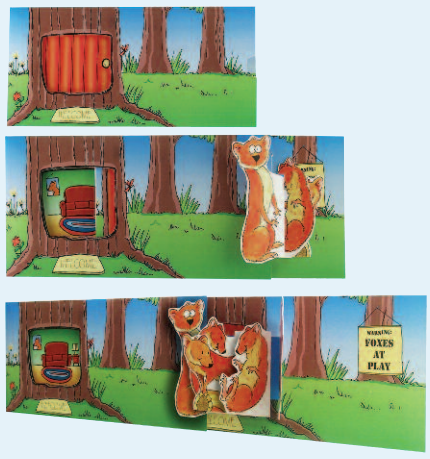
Flip & Flap features multiple single-panel images that flip up with each pull. The hidden “pop-up” panel of the Pull & Pop* brings a card to life with the pull of a tab.

MP 4347 – Pull & Pop Business Card Mailer
Closed Size: 9-1/2" x 4-1/2" Opened Size: 15-3/4" x 4-1/2"

PP 014 – Pull & Pop Mini
Closed Size: 4" x 2" Opened Size: 7" x 4"

MP 1001 – Flip & Flap Direct Mailer with Window
Closed Size: 4" x 6" Opened Size: 4" x 10"

MP 104 – Pull & Pop Mailer
Closed Size: 8" x 3-5/8" Opened Size: 14" x 8-3/8"



MP 1000 – Flip & Flap Direct Mailer with Window
Closed Size: 8" x 3-7/8" Opened Size: 14" x 8-7/8"

Dimensional: **Flippits™**

Our most popular patented Direct Mail piece.
Customize our Flippit™ with up to 12 panels.

MP 2100 – Flippit™ 8-Panel Handout
Size: 5-1/2" x 7-1/2"

MP 4271 Flippit™ 8-Panel Trifold Mailer
Size: 8" x 4"

MP 4280 – Flippit™ 12-Panel Spiral Book
Size: 9" x 4-1/2"

MP 4270 – Flippit™ 7-Panel Mailer
Size: 7-1/2" x 5-1/2"

MP 008 – Flippit™
8-Panel Mailer
Size: 7" x 3-7/8"

MP 4275 – Flippit™ 9-Panel
Coupon Mailer
Size: 4-1/4" x 8-1/4"

*Americhip® is the exclusive supplier of Flippits™ under U.S. Patent #6,246,461.

PATENTED

MP 4265 – Flippit™ 9-Panel Mailer
Size: 8-1/4" x 8-1/4"

PATENTED

PP 008 – Mini Flippit™ 6-Panel Giveaway
Size: 3-5/8" x 1-7/8"

PATENTED

MP 4260 – Flippit™
6-Panel Trifold Mailer
Size: 11-1/2" x 8-1/2"

MP 2090 – Flippit™ 7-Panel Coupon Mailer
Size: 9" x 4"

PATENTED

*Americhip® is the exclusive supplier of Flippits™ under U.S. Patent #6,246,461.

Dimensional: **Picture Changers**

Other Picture Changers Styles Available:

MP 018 – 5-Panel Picture Changer Postcard – Size: 8-1/4" x 5-15/16"
MP 1020 – 5-Panel Picture Changer and Table Tent – Size: 6" x 6" x 2"
MP 1118 – 5-Panel Picture Changer Postcard – Size: 8" x 3-7/8"
MP 1297 – 9-Panel Picture Changer Postcard – Size: 7" x 7"

MP 1017 – 5-Panel Picture Changer Brochure with BRC
Closed Size: 8" x 5-15/16" Opened Size: 16" x 5-15/16"

MP 4302 – 8-Panel Picture Changer Brochure
Closed Size: 8-1/4" x 4" Opened Size: 16-1/2" x 4"

MP 4305 – Iris Tab Activated Picture Changer Brochure
Closed Size: 8-1/4" x 5-3/4" Opened Size: 25-3/4" x 5-3/4"

MP 4301 – 5-Panel Picture Changer Postcard
Size: 6-1/2" x 9-3/4"

MP 4302 – 7-Panel Tri-Fold Brochure
Closed Size: 4" x 8-1/4" Opened Size: 12" x 8-1/4"

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MP 4285 – 7-Panel Page Activated Picture Changer
Closed Size: 8" x 4-1/2" Opened Size: 11" x 4-1/2"

MP 4290 – 7-Panel Page Activated Picture Changer Brochure
Closed Size: 8" x 4-1/2" Opened Size: 11" x 4-1/2"

MP 017 – 5-Panel Picture Changer Brochure
Closed Size: 8" x 5-5/16" Opened Size: 16" x 5-5/16"

MP 4295 – 8-Panel Picture Changer
Postcard with Acetate Window
Size: 8-1/4" x 6"

MP 018 – 5-Panel Picture Changer Postcard
Size: 8-1/4" x 5-5/16"

Dimensional: **Magic Window**

MP 4335 – Magic Window Self Mailer
Closed Size: 8-1/4" x 4-1/4" Opened Size: 15-1/4" x 4-1/4"

MP 4337 – Dual Magic Window Postcard
Closed Size: 9" x 6" Opened Size: 13" x 6"

MP 4320 Magic Window Brochure
Closed Size: 8-1/2" x 6" Opened Size: 17" x 6"

MP 4330 – Magic Window Self Mailer
Closed Size: 6" x 4" Opened Size: 6" x 9-1/2"

MP 2180 – Magic Window with Brochure
Closed Size: 8" x 4" Opened Size: 12" x 7"

Surprise and delight with the “magic” of your messages.
Dramatic and engaging.

Dimensional: **Magic Window**

MP 2210 – Triple Exposure Magic Window Card
Closed Size: 9" x 4" Opened Size: 18" x 4"

MP 4310 – Magic Window Brochure
Closed Size: 8-1/4" x 6" Opened Size: 16-1/2" x 6"

MP 4315 – Magic Window Brochure with Pop-Up
Closed Size: 5-3/4" x 5-3/4" Opened Size: 11-1/2" x 5-3/4"

MP 2200 – Magic Window Press Kit
Closed Size: 8" x 11" Opened Size: 16" x 11"

MP 4325 – Magic Window Self Mailer
Closed Size: 6" x 4" Opened Size: 10" x 4"

Dimensional: **Telescoping**

Other Telescoping Styles Available:

MP 685 – Double Telescoping Booklet – Size: 8-5/8" x 8-5/8"
MP 011 – 5-Panel Telescoping Brochure – Size: 8-3/4" x 5-1/4"
MP 1224 – 3-Panel Telescoping Brochure – Size: 5-13/16" x 4-1/8"
MP 1223 – 3-Panel Telescoping Brochure – Size: 4-1/8" x 5"

MP 2140 – Telescoping Card with Die-Cut Window
Closed Size: 5" x 8" Opened Size: 10" x 8"

MP 2130 – 4-Panel "Straight Edge" Telescoping Brochure
Closed Size: 8" x 5" Opened Size: 27" x 5"

MP 4393 – Automatic Dual Telescoping Brochure
Closed Size: 8-1/2" x 5" Opened Size: 15-1/2" x 5"

MP 013 – 4-Panel Telescoping Brochure
Closed Size: 8-13/16" x 5-13/16" Opened Size: 30" x 5-13/16"

MP 4345 – 4-Panel "Straight Edge" Telescoping Brochure
Closed Size: 8-1/4" x 5-3/4" Opened Size: 25-1/2" x 5-3/4"

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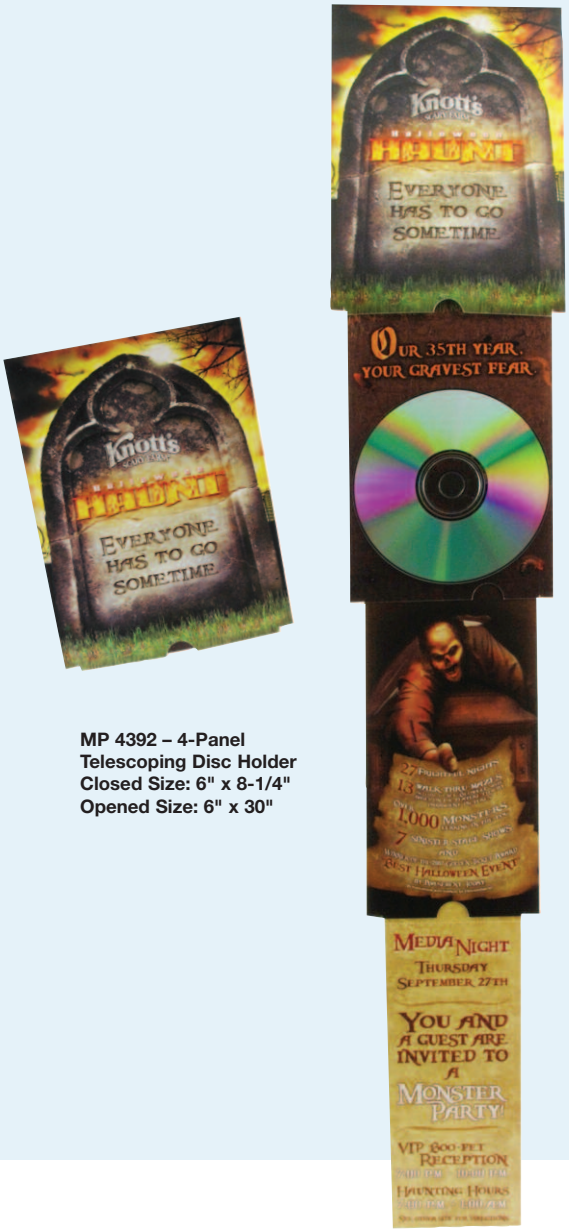


MP 4392 – 4-Panel
Telescoping Disc Holder
Closed Size: 6" x 8-1/4"
Opened Size: 6" x 30"

MP 4340 – 4-Panel "Straight Edge" Telescoping Brochure
Closed Size: 6-1/4" x 4-1/2" Opened Size: 19" x 4-1/2"

MP 013 – 4-Panel
Telescoping Brochure
Closed Size:
5-13/16" x 8-13/16"
Opened Size: 5-13/16" x 30"

MP 691 – Double Pull-Out Flip Brochure
Closed Size: 7-7/8" x 3-1/8" Opened Size: 14" x 6"

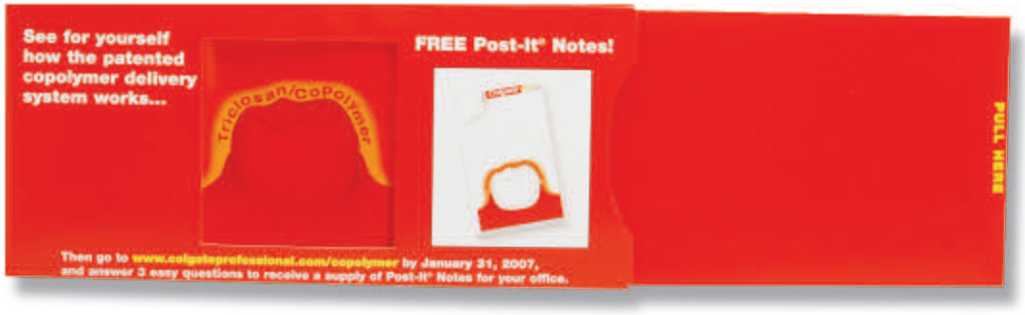
Dimensional: **Scrolling Picture Changer**

Scrolling mechanism reveals alternating images in a fun and compelling way.

MP 2170 – Scrolling Picture Changer Brochure
Closed Size: 4" x 8-3/8" Opened Size: 8" x 13"

MP 027 – Scrolling Picture Changer
Closed Size: 3-7/8" x 8-3/8"
Opened Size: 3-7/8" x 13"

MP 027 – Scrolling Picture Changer
Closed Size: 3-7/8" x 8-3/8"
Opened Size: 3-7/8" x 13"



MP 4350 – Scrolling Picture Changer Brochure
Closed Size: 8-1/2" x 4" Opened Size: 8-1/2" x 8"

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Multiple layers of images make these folding cards an intriguing marketing vehicle. Reflective paper turns a hidden image into a powerful branding message.

Dimensional:
Accordion & Mirror Reflective

MP 1484 – Mirror Mailer
Closed Size: 4" x 4" Opened Size: 4" x 4" x 4"

MP 4355 – Accordion Mailer
Closed Size: 9" x 6" x 3/8" Opened Size: 10" x 6" x 10"

MP 1486 – Large Mirror Direct Mailer
Closed Size: 6" x 6" Opened Size: 6" x 6" x 6"

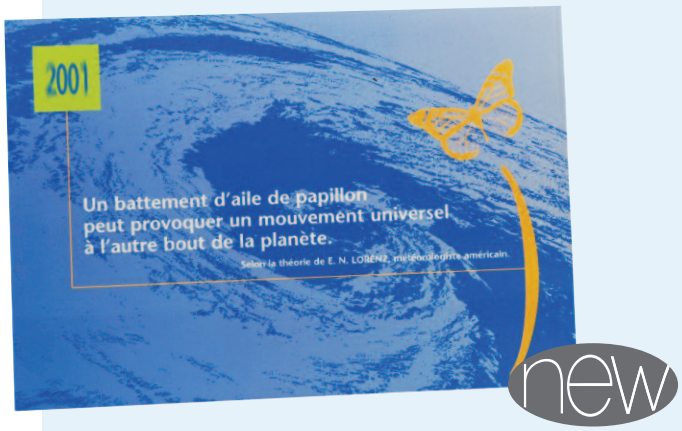
MP 953 - Accordion Card
Closed Size: 7" x 7 x 3/8" Opened Size: 7" x 7" x 14-3/8"

Dimensional: **3-D Environments**

MP 4360 – 3-D Environment Stage
Closed Size: 10" x 10" Opened Size: 10" x 10" x 10"

MP 309 – 3-D Environment Stage
Closed Size: 8" x 5-13/16" Opened Size: 12" x 5-13/16" x 2"

MP 4365 – 3-D Environment Accordion Stage
Closed Size: 9" x 5" Opened Size: 23" x 5"



MP 4370 – 3-D Environment with Printed Acetate
Closed Size: 8-1/4" x 5-3/4" Opened Size: 8-1/4" x 5-3/4" x 6"

MP 309 – 3-D Environment Stage
Closed Size: 8" x 5-13/16" Opened Size: 12" x 5-13/16" x 2"

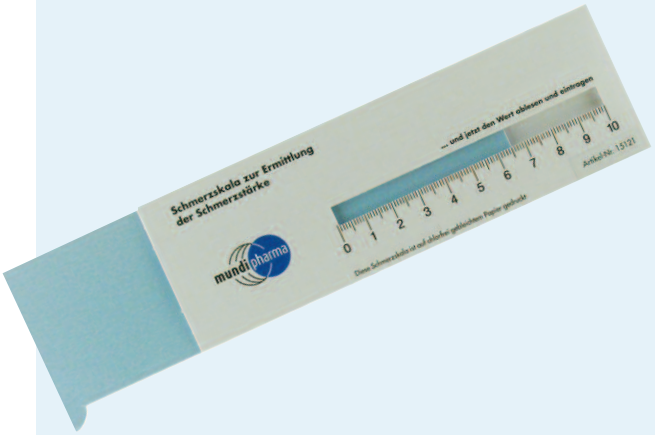
MP 4380 – 3-D Environment Stage 3-Panel Brochure
Closed Size: 8" x 8" Opened Size: 8" x 20" x 2"

MP 4375 – 3-D Environment Stage
Closed Size: 9" x 5" Opened Size: 15" x 5"

MP 309 – 3-D Environment Stage
Closed Size: 8" x 5-13/16" Opened Size: 12" x 5-13/16" x 2"

Dimensional: **Dials & Charts**

Convey multiple sets of data in a fun and easy way.



MP 4390 – Slide Ruler
Closed Size: 8" x 2-7/8" Opened Size: 14" x 2-7/8"

MP 4385 – Slide Chart
Closed Size: 8-1/4" x 4-1/2" Opened Size: 14" x 4-1/2"

MP 4000 – Large Dial Pocket-Size
Triple Wheel with Exploding Card
Closed Size: 3-1/4" x 6-5/8"
Opened Size: 6-1/2" x 9-3/8"

MP 4395 – Double Wheel Mailer
Size: 11" x 7-1/4"

MP 5000 – Small Dial Business Card Size
Double Wheel with Exploding Card
Closed Size: 2-1/2" x 4" Opened Size: 5" x 5-1/2"

MP 4400 – Pivot Chart
Closed Size: 11-3/4" x 4-1/8" Opened Size: 46" x 4-1/8"

MP 4405 – Wheel Chart with Mailer
Mailer Size: 8-1/2" x 8-1/2" Wheel Size: 8-1/4" Diameter

MP 2280 – Wheel Chart with Handle
Size: 6" x 5" Diameter

MP 055 – Single Sided Wheel Chart
Size: 5" Diameter

MP 4402 – Mailer with Wheel Chart
Closed Size: 4-1/4" x 6" Opened Size: 8-1/2" x 6"

Slide & Flip Books

Tell the “story” of your latest campaign with Slide & Flip sequential or transforming images.

MP 4410 – Slide & Flip Brochure (8-page)
Closed Size: 8-1/4" x 4-1/8" Opened Size: 16-1/2" x 4-1/8"

MP 1196 – Slide & Flip Book (6 page) Direct Mail Brochure
Closed Size: 11" x 6" Opened Size: 23" x 6"

Direct Mail Brochure with Telescoping Panel
Closed Size: 9-1/8" x 6-1/16" Opened Size: 18" x 6-1/16"

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Other Slide & Flip Books Available:

MP 1195 – Slide & Flip Book Brochure with Telescoping Panel – Size: 8-7/8" x 8"
MP 006 – Slide & Flip Book Card – Size: 7-11/16" x 3-7/8"
PP 006 – Mini Slide & Flip Book Card – Size: 3" x 1-7/8"

MP 4415 – Slide & Flip Postcard
Size: 9" x 4-1/4"

MP 4425 – Slide & Flip Brochure
Closed Size: 8-1/4" x 4" Opened Size: 16" x 4"

MP 4420 – Slide & Flip Brochure
Closed Size: 11-3/4" x 6-1/2" Opened Size: 23-1/2" x 6-1/2"

MP 4425 – Slide & Flip Brochure
Closed Size: 8-1/4" x 4" Opened Size: 16" x 4"

MP 4430 – Slide & Flip Brochure
Closed Size: 8-1/4" x 5-3/4" Opened Size: 16-1/2" x 5-3/4"

Exploding Cards

Cleverly folded when closed, these brochures burst wide open to reveal the inner message.

MP 4435 – 3-Panel Exploding Mailer
Closed Size: 8-1/4" x 6" Opened Size: 25" x 11-3/4"

MP 1302 – Exploding Folder
Closed Size: 8" x 11" Opened Size: 17" x 18"

MP 4440 – Exploding Direct Mail Flyer with New Round Shape
Closed Size: 9-1/2" x 8-1/4" Opened Size: 24" x 12-1/2"

MP 4442 – Exploding Direct Mail Flyer
Closed Size: 8-1/4" x 6" Opened Size: 16-1/2" x 13"

MP 4443 – Exploding Folder
Closed Size: 6" x 8-1/4" Opened Size: 12" x 8-1/4"

Nothing catches the eye like motion. Our rapidly turning spinners grab attention and are great for logos and product identifying pieces.

MP 4445 – Spinner Mailer
Closed Size: 8-1/8" x 4-1/4" Opened Size: 16-1/4" x 4-1/4"

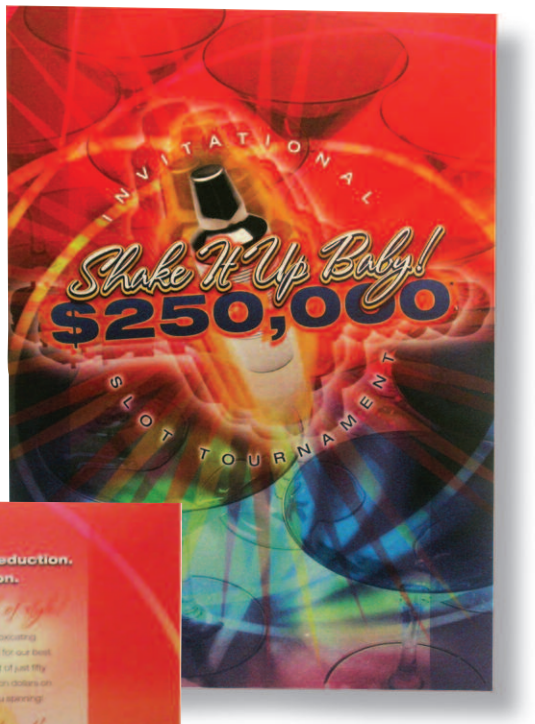
MP 300 – Direct Mail Spinner Card
Closed Size: 8" x 3-7/8" Opened Size: 16" x 3-7/8"

MP 4450 – Spinner Mailer
Closed Size: 10" x 4-1/2" Opened Size: 20" x 4-1/2"

MP 019 – Spinner Mailer
Closed Size: 8" x 3-7/8" Opened Size: 17" x 3-7/8"

MP 300 – Direct Mail Spinner Card
Closed Size: 8" x 3-7/8" Opened Size: 16" x 3-7/8"

Spinners



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MP 4455 – Spinner Invitation with Audio
Closed Size: 7-1/2" x 10-1/2" Opened Size: 15" x 10-1/2"

MP 300 – Direct Mail Spinner Card
Closed Size: 8" x 3-7/8" Opened Size: 16" x 3-7/8"

PP 019 – Spinner Mini
Closed Size: 3" x 2" Opened Size: 7" x 2"

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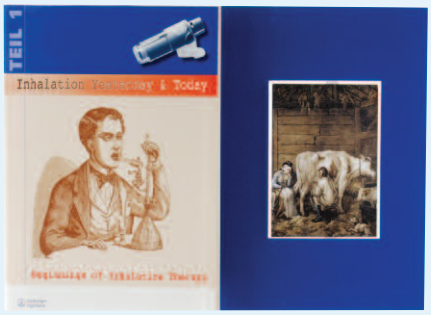
Wow your audience with these intricate designs that pop-up and rotate several panels at the same time.

Spinners & Rotators

MP 4460 – Spinner Mailer with Detachable BRC
Closed Size: 8-1/4" x 4" Opened Size: 22" x 4"

MP 2120 – Front Cover Rectangular Rotator
Closed Size: 8" x 4" Opened Size: 12" x 4"

MP 4465 – Front Cover Rotator Direct Mail Card
Closed Size: 8-3/4" x 4-1/2" Opened Size: 13-3/4" x 4-1/2"



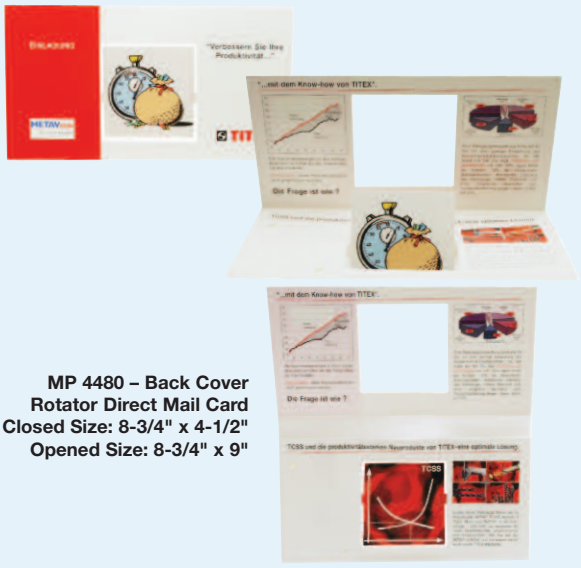
MP 4470 – Front Cover Rotator Mailer with 8-page Product Information Brochure
Closed Size: 11-3/4" x 8-1/4" Opened Size: 45" x 8-1/4"

Rotators

new

MP 4475 – Front Cover Rotator Greeting Card with Reflective Foil
Closed Size: 5-1/2" x 5-1/2" Opened Size: 11" x 5-1/2"

MP 306 – Multiple Layer Rotator Card
Closed Size: 5" x 5" Opened Size: 11" x 5"



MP 4480 – Back Cover Rotator Direct Mail Card
Closed Size: 8-3/4" x 4-1/2"
Opened Size: 8-3/4" x 9"

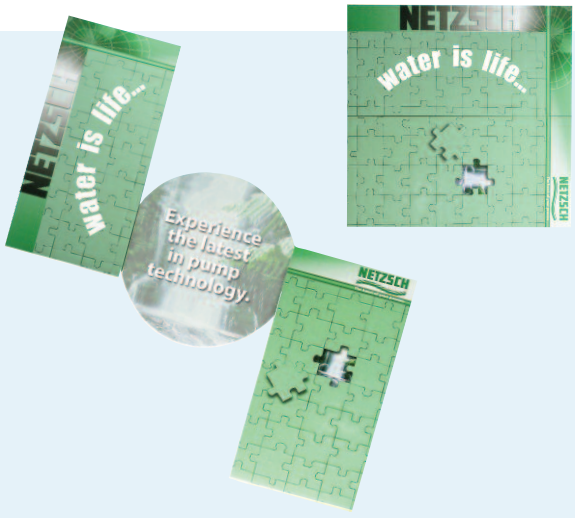
Slide your product to show motion in a unique presentation or open our Pull & Pivot for a custom-shaped message.

Pull & Pivot / Slot Motion

MP 2040 – Pull & Pivot Handout
Closed Size: 3" x 3" Opened Size: 9" x 6"

MP 4485 – Slot Motion Mailer
Closed Size: 9" x 6" Opened Size: 13" x 6"

MP 2150 – Slot Motion Mailer
Closed Size: 4" x 8" Opened Size: 4" x 12"



MP 2050 – Pull & Pivot Brochure
Closed Size: 7" x 7" Opened Size: 12" x 12"

MP 4487 – Slot Motion Slider Card
Closed Size: 8-1/4" x 5-3/4" Opened Size: 15" x 5-3/4"

Sliding Revealer & Venetian Blinds

Reveal your marketing message in two unique ways. Slide the card to show an advertising secret or use our Venetian Blinds to show 3 different messages.

MP 4490 – Sliding Revealer Brochure
Closed Size: 8-1/4" x 4" Opened Size: 24" x 4"

MP 2060 – Sliding Revealer Postcard
Size: 5" x 7"

MP 2080 – Venetian Blinds Quad-Fold
Closed Size: 7" x 4" Opened Size: 7" x 14"

MP 4495 – Venetian Blinds Postcard
Size: 8-1/4" x 5-3/4"

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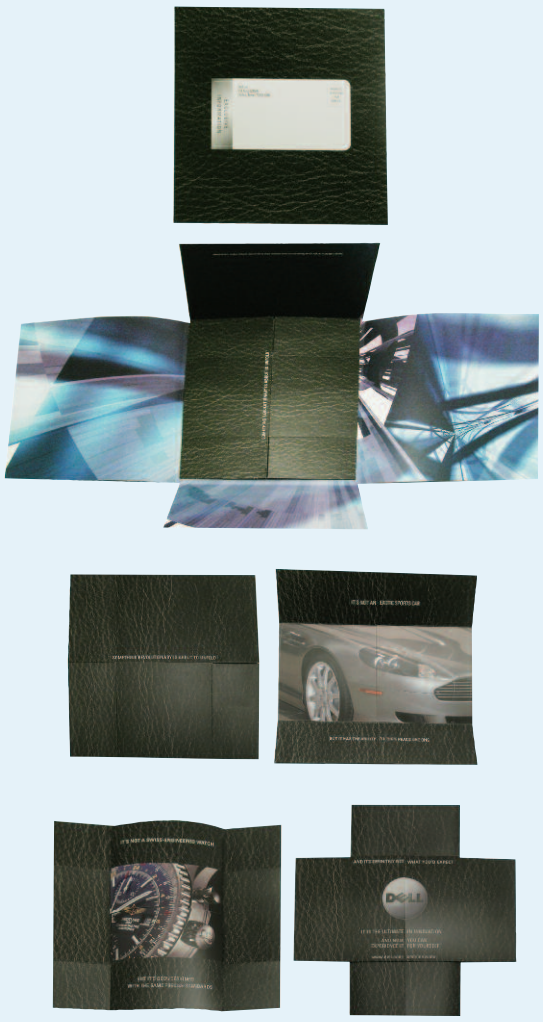
Everyone enjoys working on puzzles. Solving these delivers fun...while reinforcing your branding themes and key product benefits.

Transformation Puzzles

MP 2250 – Small Rectangular Transformation Puzzle
Size: 6" x 5"

MP 2270 – Economy Transformation Card
Size: 2" x 2"



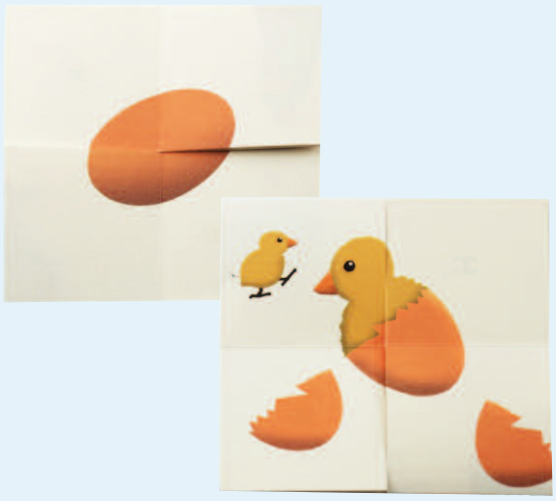
MP 226 – Large Square Transformation Puzzle
Size: 7-7/8" x 7-7/8"

MP 2260 – Small Square Transformation Card
Size: 4" x 4"

Transformation Puzzles & Snap-Ups

MP 4505 – Large Rectangular Transformation Puzzle
Size: 8-1/4" x 4

MP 4510 – Polygon Snap-Up
Flat Size: 6" Diameter Opened Size: 3-1/2" x 3-1/2" x 3-1/2"



MP 4500 – Small Transformation Puzzle
Size: 4-1/4" x 4-1/4"

Snap-Ups come in almost any geometric shape and fold flat for mailing.

MP 2240 – House Snap-Up with Self Mailer
House Closed Size: 6" x 5" House Opened Size: 6" x 3" x 4"
Mailer Closed Size: 9" x 4" Mailer Opened Size: 14" x 11"

A big surprise, a lasting client impression and an executive's toy all rolled into one fun Snap-Up object.

Cube & Polygon Snap-Ups

MP 454 – Polygon Snap-Up with Folding Mailer
Polygon Closed Size: 7" x 7" Polygon Opened Size: 3" x 4"
Mailer Closed Size: 7-1/16" x 7" Mailer Opened Size: 14-1/8" x 15"

MP 456 – Small Snap-Up Cube
Closed Size: 9" x 6" Opened Size: 3" x 3" x 3"

MP 4511 – Large Snap-Up Cube
Closed Size: 11" x 8" Opened Size: 4" x 4" x 4"

MP 454 – Polygon Snap-Up with Folding Mailer
Polygon Closed Size: 7" x 7" Polygon Opened Size: 3" x 4"
Mailer Closed Size: 7-1/16" x 7" Mailer Opened Size: 14-1/8" x 15"

MP 463 – 3-Polygon Snap-Up Tower with Header Card
Closed Size: 8" x 8" Opened Size: 17" x 8" x 18"

Snap-Ups

MP 4515 – Snap-Up Calendar Mailer
Closed Size: 4-1/2" x 9" Opened Size: 4-1/2" x 9" x 9"

MP 115 – Snap-Up
Card with Sleeve
Closed Size: 9-1/16" x 3"
Opened Size: 3" x 4" x 8"

MP 2230 – Snap-Up Mailer with Spring Coil
Closed Size: 3" x 9" Opened Size: 3" x 9" x 3"

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