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A marketing solution created to suit you



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[Security documents](#)

[Car badges](#)

[Spools](#)

[Forms](#)

[Labels](#)

[Rolls](#)

[Envelopes](#)

PRODUCTS > [Integrated magnet](#)

Integrated magnet



Maximum return on your advertising investment

A document with an integrated magnet consists of part of the document being turned into a magnet. It is aimed at being used as a promotional or direct marketing tool in order to maximise your investment, since it can be used to send any sales information and at the same include a magnet with some kind of relevant information or image that can be placed on any metallic surface.

In short, it is a combination of a paper media with a magnet integrated.



What is its scope of application?

- Professional service firms, insurance companies, banks, call centres, etc., for sending contact information, reminders of check ups or maintenance checks.
- Promotional activities.
- Launch of new products and services.
- Any company wishing to create an end-user need.

Advantages

- It can be customised with variable data.
- It serves two purposes: the letter or document can be commercial or informative, while the built-in magnet allows you to give the document that promotional or advertising touch that can make a difference.
- Immediate and enduring advertising investment: effective in the short, medium and long term.
- Supports automatic stuffing as it is integrated into the document.
- Optimisation of delivery deadlines.
- It offers a wide variety of finishes, glazes and laminations, depending on the needs of our customers.
- Resistant to external products or agents thanks to the magnet's plastic lamination.