



SINGLE SOURCE PROVIDER

We work with some of the largest POS providers in the industry, providing them with quality cards guaranteed to work with their customers' systems.

Our state-of-the-art equipment includes high-speed personalization capable of adding –

- Names
- Magnetic stripes
- Bar-codes
- Signature panels
- Scratch-off strips

Remember, PLI's world-class creative team can help you design a card that really makes your brand stand out!

Cards are Part of the *Attraction*

Leading-edge entertainment centers understand today's new *Experience Marketplace*. Staging the best possible, repeat-worthy and recommended experience is critical to success. That includes attention to detail. Cards are an important detail, often over-looked by management, but recognized, appreciated and even socialized by your patrons.

Backed by the expertise that comes from servicing entertainment centers for more than 35 years with billions of cards, PLI can provide purposefully designed cards that help contribute to a memorable, amazing guest experience. PLI has extensive experience working with a variety of clients in the entertainment industry, including –

- Family entertainment centers (FECs)
- Theme parks
- Water parks
- Movie theaters
- Skating rinks
- Bowling centers
- Adventure centers
- Sports parks
- Children's adventure centers

Special Themed Cards

Reinforce your property's unique motif and brand. Celebrate the season, holidays and special days. The theme opportunities and the card design possibilities are endless.

- Glossy texture over water
- Sparkle glitter enhanced snowflakes
- Glow-in-the-dark laser tag graphics

Acknowledgment and Reward Cards

Recognize your loyal and top-tier guests with distinct cards that convey they are truly special. Create VIP cards that express importance, status and thanks.

- Leather-look and feel
- Colored core substrates
- Hot stamping and cold foil treatments

Cards with a Cause

In this new age of social responsibility, consumers are drawn to brands that associate themselves with a cause. Use your card to show your brand's commitment to supporting values that are important to your organization as well as your guests. PLI can help you design a card program that aligns with a well-meaning cause that both you and your guests will be excited and proud to back.

Take this opportunity to link your card to the incredible experience of your family attraction. To help transform your cards from ordinary to *extraordinary*, please contact PLI.

Angela Garrett

POS & Entertainment Account Manager
(828) 418-8246 • agarrett@plicards.com

1-800-752-1017 • www.plicards.com



PLI
Card Marketing Solutions