



Smarter Technology. Exceptional Results.



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General Data Company Inc
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Cincinnati, Ohio 45245
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COUPONS

Instant Redeemable Coupons | DayGlos | Membership Cards



Custom Is Our Specialty

General Data Company is a trusted leader in the labeling industry. With investments in coating technologies, our capabilities for manufacturing coupons has vastly expanded. General Data's coupon products are designed to offer value and drive sales. They can be easily peeled from any edge of the coupon and provide a clean removal with no residue left behind. Applications include temporary promotion, extended promotions and membership cards.

Utilize the expertise of General Data to find the best coupon products for your application.

FEATURES & COMMON APPLICATIONS

- Easy to peel from any edge
- Clean removal, no residue
- All temperature adhesive
- Indirect food contact
- 4 color digital print for short runs
- 4 color process
- Up to 10 colors
- Up to 3 panel printing
- Custom size, shape, color
- Instant Redeemable Coupons
- Mail-In Rebates
- On-Pack Promotions
- Temporary ID Cards
- Membership Cards
- Promotional Cards
- Extended Sales Cards

SPECIFICATIONS

	Facestock	Adhesive	Temperature
Easy Release	Single-ply, Direct Thermal, Thermal Transfer or Inkjet facestock	A water-based acrylic all-temp permanent PSA formulation.	Application: -20°F Service: -30° to +200°F
DayGlo Red	Red fluorescent sheet with a polypropylene facestock	A water-based acrylic all-temp permanent PSA formulation.	Application: -20°F Service: -30° to +200°F
Rapid Release	Clear, film facestock with an extra layer of laminate	A water-based acrylic all-temp permanent PSA formulation.	Application: -20°F Service: -30° to +200°F
Dura Release	Clear, film facestock with an extra layer of laminate	A water-based acrylic all-temp permanent PSA formulation.	Application: -20°F Service: -30° to +200°F

**Other adhesives can be used for specialized applications*

THE PRODUCT LINE



Easy Release

A single-ply, one-side printable Instant Redeemable Coupon (IRC) with optional facestock materials of direct thermal, thermal transfer and inkjet. It has the ability to leave behind a base panel with a message or promotion when the coupon is cleanly removed. Applications include temporary sales promotions.



DayGlo Red

Catch the consumer's attention with brightly colored, pressure-sensitive DayGlo Red coupons. This fluorescent floodcoated coupon is available in any shape or size and is printed using a thermal transfer material. It is available in additional colors upon request. Applications include temporary sales promotions.



Rapid Release

This Instant Redeemable Coupon (IRC) construction uses an additional layer of laminate on the face of the label which creates a thicker, more durable material for a higher quality feel. This coupon is a more economical option when printed in short runs. It is available in any shape, size or color. Applications include extended sales promotions and can be used for one or two side printed IRC. **Printed base panel shown.*



Dura Release

This coupon is constructed of a thicker, longer lasting, tear-resistant material. Applications include membership cards, temporary identification cards and extended sales promotions.

**Printed base panel available for all products.*

EXAMPLES

Easy Release



DayGlo Red



Rapid Release



Front

MANUFACTURER'S COUPON | EXPIRES 5/31/16

\$3 OFF

on any 6 lb. bag of Kitty's Kat Food (any flavor)

CONSUMER: Present this coupon and receive \$3 off your purchase. Limit one coupon per purchase on product(s) indicated. Void if altered or reproduced.
RETAILER: KKF will reimburse you the face value of this coupon plus handling fee.



Back

Dura Release



Front



Back

GeneralData

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