

# Contour Creations® Digital Finishing

GRAPHIC ARTS LASER CUTTING APPLICATIONS

**Your source for laser cutting services using innovative digital finishing technology.**

The Contour Creations® digital finishing division of LasX Industries offers cost-effective laser cutting services on contract basis, perfect for short runs or large quantities. By using laser cutting in place of traditional die cutting, you'll benefit from increased design opportunities – with laser cutting there are no design constraints, so the possibilities are endless. Our laser die cutting technology enhances your designs beyond what conventional die cutting can produce by delivering tighter tolerances and registration ideal for enhancing printed features with simple die cuts, or for intricate, complex patterns. Our extensive laser process knowledge gives you the best quality at the lowest price and our services are perfect for laser cutting papers, plastics, and textiles.

Transform printed pieces to make memorable impressions in today's competitive market. With Contour Creations, you gain all the advantages of laser processing to achieve creative, elaborate paper pieces with the flexibility of large or small volume quantities. Design to impress with Contour Creations digital finishing services for laser cutting paper.



## Business Cards, Note Cards & Letterhead

**Striking laser-cut stationery for lasting impact.**



Your company's visual brand starts with your business cards, note cards and company letterhead. And in today's market, it's more important than ever to make that identity stand out and get noticed. Contour Creations digital finishing services can help you create a distinctive corporate identity by adding small or intricate laser cut features into your business identity.

Contour Creations helps you add impact to your corporate stationery by freeing you from the design constraints of traditional die-cutting.

- LaserSharp® systems use lasers to perforate, kiss-cut, through-cut, etch, and score a variety of materials, eliminating expensive tooling.
- Since there are no dies, complex designs are cost-effective instead of an extra expense. If changes are needed, you change only the design file, not an expensive die.
- The laser finishing process is entirely digital, making costly machine changeovers and downtime a thing of the past—we enable you to meet your customers' needs by altering design changes on the production floor.
- Need a laser cut design with minimal discoloration compared to other laser processes? Our technology and knowledgeable staff helps you keep your brights their brightest.
- Register laser processing to printed features for the most eye-catching precision.

LaserSharp technology combines multiple processes in a single production run, allowing you to cut, score, perforate and etch features in the same pass. Maximize material usage and reduce waste by combining business cards with note cards and letterheads in the same batch. Not sure if your design can hold

up? Our team works with you to ensure your laser cut features maintain structural integrity and quality. We also offer preflight tools to help with job preparation and production rate estimates so that you know your design is a success before it even hits the production line.

Your creativity, our laser processing – A corporate identity that gets noticed.

### **Greeting Cards, Invitations, & Holiday Cards** *Personalized keepsakes from Contour Creations.*



Create highly personalized, memorable cards and invitations for all occasions. Delight your recipients with striking designs that traditional die cutting can't accomplish. Precision laser cut features add innovative structural elements and stunning details to everyday cards and invitations.

Whether you're designing an invitation to grab attention and create enthusiasm, an intricate lace pattern for a wedding invitation, adding a laser-cut window pattern to holiday cards or simply looking to add lively designs to your cards or announcements, Contour Creations helps make your vision reality.

Our high speed laser technology offers small spot sizes for fine details and intricate patterned processing. Create intricate custom laser-cut cards for any occasion with Contour Creations digital finishing services:

- Engagement announcements
- Wedding invitations
- Greeting cards
- Holiday cards
- Thank you cards
- Corporate announcements
- Special event invitations

Advantages of Contour Creations converting services:

- Extremely fine details
- High speed and automated lasers
- Competitive pricing
- Small or large quantity orders
- Cleaner products free from the jagged edges and artifacts inherent in traditional die cutting
- Minimal discoloration when compared to other laser processes
- An experienced team of laser experts

Create a masterpiece – a personalized keepsake – with custom laser cutting services by Contour Creations.

### **Cartons & Packaging**

*Add eye-catching detail while showcasing your product.*



Extend your company's visual identity to product packaging with laser die cutting. Contour Creations helps you create folding cartons that stand out on retail shelves. Add value through decorative or functional elements that augment your packaging.

Create innovative, eye-catching cartons and packaging with impact and utility. LasX partners with you to develop creative packaging with the features your customers demand. In addition to intricate patterns, our Contour Creations process can also laser score fold lines and easy open features like perforations or zip-tear features.

#### **Extended Package Design Options**

Other traditional packaging solutions restrict your design options: tooling for multiple processes is expensive, intricate features are impossible because of die and space constraints, and material selection is limited. Contour Creations changes that. Extend your company's visual identity to product packaging using the same processes that create your letterheads, stationery, business cards, and promotional materials.

Don't limit yourself to common cardboard containers. While our laser systems regularly process any paper-based material (smooth, textured, or synthetic), you can add impact to packaging by incorporating other media. Fabric, polyester, vellum, acrylic—these add visual appeal and are easily processed by our laser systems.

### Value Added

With a decorative laser-cut folding carton, you provide your customers with the ability to view package contents. Entice buyers by allowing scented products to breathe while still protecting the contents and displaying the product information. Concerned with product quality and longevity? Require a material that preserves product quality but it can't be realized with traditional methods? With our sister company, LaserSharp FlexPak Services, you can easily incorporate plastic film or flexible packaging features like air-tight seals or breathable vents directly into your package design. Our laser experts can deliver complete solutions for plastic or paper.

### Labels and Stickers

*Eye-catching shaped labels and intricate stickers.*



The primary process used to create labels and stickers is kiss-cutting, where only the top level of material is cut through, leaving the backing material below untouched. Ideally, the cutting process should just “kiss” the surface of the lower material without damaging it. Kiss-cutting offers the ability to produce more complex shapes with smooth edges in pressure sensitive materials.

Contour Solutions' label cutting systems are ideal for the laser kiss-cutting of label and sticker stock:

- Non-contact process easily cuts adhesive layers without the down time associated with cleaning adhesive buildup off of hard tooling.
- Unlimited cutting path – the cutting beam can be moved in any direction and cuts smoothly contoured lines and rounded corners, unlike traditional knives or saws.
- Eliminates need for tooling or dies while delivering unparalleled accuracy and precision depth control, ensuring consistent cut depth without burn-through.
- Easily create rounded or squared corners for shaped labels.
- Minimal discoloration of laser-cut edges.
- A complete digital workflow solution: change parts as easily as modifying a file without worrying about costly down time or delays.
- Simple integration with roll-fed or sheet-fed materials. Unlimited repeat lengths are available.
- Multiple processes in a single processing run:
  - o Through-cut
  - o Kiss-cut
  - o Micro-perforations
  - o Scoring
  - o Etching
  - o High-volume production runs and cost-effective small batches can be processed at high speeds.

### Brochures, Folders & Covers

*Laser visual effects add wow factor to brochures and reports.*



As the market shifts towards highly targeted and personalized mail pieces, you need promotional and direct mail pieces that get noticed. Increase the time that your materials spend in your customers' hands by using Contour Creations laser cutting services.

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### Reduce Downtime While Increasing Flexibility for Changes

Because there's no tooling, you save time by eliminating change-over downtime. Even better, our laser processing is a complete digital workflow solution:

- Change the design as easily as opening a file.
- Use our unique job queuing function to instantly change the order in which jobs and parts are processed.
- Make changes to one pattern while processing another.

Contour Creations digital finishing can produce highly complex, detailed, and innovative features for stunning visual effects in your promotional and presentation folders.

Step outside the box. Consider adding an acrylic cover with an etched design or message, or laser cut and etch a textile cover to add texture as well as dimension. Need tight tolerances to an embossed or foiled printed piece? Contour Creations can laser cut the smallest features with unmatched precision.