

Casino Printing- (Printing News- May Issue)

The hospitality industry is booming, with hotels and casinos growing and becoming more and more elaborate. In places like Las Vegas, they compete with each other for the flashiest, most awe-inspiring motifs, but what good is a casino if no one comes to stay? That is where graphic communications comes in, and where a print shop can become an invaluable partner.

In the Cards-

Another possible entry into the gaming industry is through marketing and manufacturing playing cards. The bulk of this type of work is done by large companies specializing in nothing but cards. The opportunity to market variable and/or promotional cards, though, is a potentially huge and as-yet not much explored niche.

Entry into this area is now feasible for a relatively small investment, with equipment such as the Rollem Revolution making it easy for shops to start offering this as part of an overall marketing plan.

The Revolution begins with a full printed sheet, cuts the sheet in two directions – vertically and horizontally – collects the imaged cards into a single collated pack, then automatically die cuts the pack into final shape and size. From there, it can integrate all packaging processes including boxing and wrapping as one automated system capable of producing up to 2,400 packs per hour with one operator. In addition, the same machine can be used to produce postcards, greeting cards, and business cards, giving a shop even more options with a single investment.

“Historically if you wanted to have your company logo printed on the back of a pack of cards, you would need to order a high volume of packs because the large offset format is benefited by higher volume runs,” explains Larry Corwin, president, Rollem USA, Anaheim, Calif. *“Now with digital press, it would seem like orders of six, 12, or 24 packs of cards will become very easy to run and very profitable to sell- up to 500 percent profit per pack.”*

The opportunities in hospitality printing are out there and waiting for ambitious shops to take advantage of them. This is another example of how a niche market can bring huge success in a fracturing industry. It is no longer just about the print- it is about the total package, and in some cases the roll of the dice