

AN EXTRA TOUCH OF SPARKLE FOR CHRISTMAS

INTRODUCTION

Cancer Research UK is the largest charity in the United Kingdom and is dedicated to raising money for the on-going research and development of cancer treatment. They rely heavily on dedicated scientists, doctors and nurses, and the generosity of their supporters to join them in beating cancer.

In 2019, CRUK were chosen to host the prestigious Christmas Carol Concert at St Paul's Cathedral. The event typically attracts over 2,000 guests and the opportunity to host only arises once in every 4-5 years, so it presented itself as a truly fantastic fundraising opportunity for the charity. To supplement their fundraising efforts at the event, CRUK wanted to sell their own Christmas cards and needed a trusted supplier to print the cards. After hearing about our reputation, CRUK approached us and asked if we could work with them on this initiative.

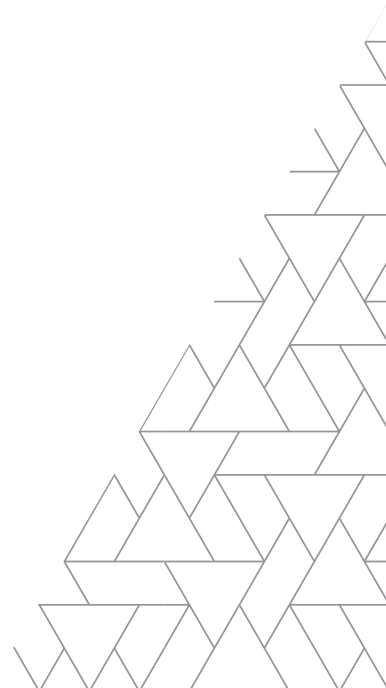
WHAT WE DO

CRUK came to us with the requirement of printing a total of 10,000 A6 Christmas cards using a design produced by St Paul's resident artist. After analysing their brief, we decided that printing on our industry-leading HP Indigo 7900 would achieve the best results due to their ability to produce a high volume at the highest levels of quality.



"Thanks to our print sponsor, Rapidity, 100% of the money raised from these cards will go directly towards our life-saving research."

- The CRUK Team



We saw the opportunity to use our innovative technology to add a specialist finish to the cards to make each and every card unique. Using our specialist Mosaic HP software, we were able to produce a variable foil-blocked snowflake pattern that was completely different on each card. The foil blocking technique was achieved using our Foilant Mercury 520 Laminator and Digital Foiler. The cards were then cut on our guillotine and folded using our MBO folding technology.

After creating the cards, they needed to be sorted into packs of 10 so that CRUK could sell them as required on their online shop and at several fundraising events. Separation, sorting and banding of the packs was carried out by our specialist hand fulfilment team. Once complete, the cards were delivered in batches to CRUK's headquarters using Rapidity's in-house delivery capabilities.

RESULTS

Upon receiving the project, CRUK were extremely satisfied with the result of 10,000 beautifully unique foil blocked cards and were appreciative of our generous collaboration and creative input. They were able to sell the cards across their intended platforms to raise money for the charity.

