

# A Guide to Wood Cards



Wood is a natural product and so by its very nature, each card produced will be slightly different.

Each piece of wood used to create your cards will have different grains and colours, therefore you can expect slight changes between cards from the same run. That's what makes them unique!

There will also be some 'bend' to the cards that you wouldn't normally get from a standard PVC card: again, this is entirely natural.

## Wood Types

Although technically not a wood, **Bamboo** is the most sustainable product in our wood range, due to how quickly it grows.

However because it is a softer material (a grass rather than a wood), Bamboo is **less robust and less durable** than other woods. You will get more 'bend' from a bamboo card and you can also see **far greater variations in the colour and finish** of your cards.

There is a bit of a trade-off here – what you gain in sustainability you lose in terms of a consistent product.

If achieving consistency is what's important to you, we would suggest you consider **Cherry, Birch** or **Beech** instead.

**Cherry** is the hardest wearing and gives the most consistent print finish.

## Printing or Engraving?

### When to choose Engraving

Engraving works best for **simple designs** rather than complicated designs or lots of text. The finish of the engraving may differ from card to card, e.g. it may appear darker on some and lighter on others depending on the wood. This is to be expected using this print method.



### When to choose Printing

Using ink gives a more consistent finish to your cards. We recommend using printing over engraving in the following circumstances:

- If you have a **complicated design** with lots of elements or detail
- You are using **lots of text (or small text) and legibility is important**
- **Branding and print finish** is a driving factor.

**You can also get great results by doing both.** E.g. a simple engraved logo with printed text for legibility.

