

# WestRock Tango® Gift Card

## Product Guide



### Play your cards right, no matter the business need

Tango Gift Card paperboard is the perfect recyclable and paper-based alternative to plastic for many card applications, enabling brands to meet their sustainability goals. It's a winner with printers, too, featuring superior smoothness, outstanding printability, runnability and consistency on press through converting.

#### Features and Benefits

**Recyclable<sup>1</sup>.** Made from paper and bonded with a water-based adhesive ensures the product is fully recyclable.

**Lower basis weight.** The unique 2-ply construction and lower density of Tango Gift Card result in source reduction and cost savings when compared to other paperboard options.

**The perfect shade.** Unique clean-white shade is preferred by more brands and printers to deliver crisp colors and contrast, while maintaining consistency on press.

**Matching carrier & card.** Pairing Tango for the carrier with Tango Gift Card offers a unique end-to-end solution that provides consistent representation of brand colors and graphics.

**Outstanding ink holdout.** Optimal visual appeal with richer graphics and greater depth.

**Consistency & smoothness.** Consistency and smoothness to ensure uniformity from side-to-side during printing and converting along with curl stability results in increased efficiency.

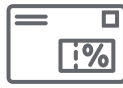
**Backside surface.** Ideal for magnetic stripes, scratch and peel off panels, signature panels and bar codes.

**Durability & performance.** Exceptional performance driven by good snap, stiffness, tactile feel and curl stability.

#### Product Uses



Gift cards and carriers



Direct-mail promotional offers or coupons



Hotel room keys



Prepaid phone cards



#### Product Classifications

##### Product type

SBS Paperboard

##### Structure

Solid Bleached Sulfate

Double Clay Coated

Duplex Structure

##### Ideal for

Specialty Coatings

Foil Stamping

Embossing

Engraving

Four-Color Printing



To learn more about Tango Gift Card, go to [westrock.com/TangoGiftCard](https://westrock.com/TangoGiftCard) or scan here.



# Tango Gift Card

## Product Guide

### Specification Guide

Caliper	Basis Weight 24" x 36"	gsm	Gloss <sup>3</sup>	Brightness <sup>4</sup>	Whiteness <sup>5</sup>	Taber Stiffness <sup>6</sup>	
						MD	CD
28 pt	325	529	51	92	122	440	230
30 pt	345	561	51	92	122	540	290

### Additional Product Information

#### Sustainability

- Tango Gift Card paperboard is recyclable.<sup>1</sup>
- Tango Gift Card paperboard is FSC Chain-of-Custody Certified.
- All WestRock North American paperboard mills are certified to the SFI®, PEFC™, FSC® Chain-of-Custody Standards.<sup>2</sup>

#### Environmental and Safety

- Notices under U.S. California Proposition 65 and the EU REACH Regulation are not required.
- Elemental Chlorine Free (ECF) bleached fiber.
- Meets heavy metal limits of the U.S. Model Toxics in Packaging rules and Article 11 of EU Directive 94/62/EC.

#### Quality

- Produced at an ISO 9001 certified facility.

### A Large Step Toward a Smaller Ecological Footprint\*

When compared to plastic gift cards, Tango Gift Card really helps you do a number on your sustainability goals.



**86% reduction in CO2**, the effect of 45 trees per year



**74% less solid waste**, saving 4 tons of material from landfilling



**91% less water use**, enough for 78,000 loads of laundry



**83% reduction in energy demand**, enough to power 16 houses for a year



**89% less photochemical oxidation**, equivalent to 61,500 miles of car travel



**91% reduction in minerals and fuel**, equivalent to 235 miles of car travel

All WestRock North American paper mills are certified to the SFI®, PEFC™ and FSC® Chain of Custody Standards. Certificate Codes: SFI Certified Sourcing: NSF-SFI-CS-6S751, SFI CoC: NSF-SFICOC-6S751, PEFC: NSF-PEFCOC-6S751, FSC Company Code: FSC-C104002

<sup>1</sup> Addition of magnetic stripe or other materials may affect the recyclability of the finished card.

<sup>2</sup> Contact your WestRock sales representative for certified fiber availability for Tango products.

<sup>3</sup> TAPPI 480

<sup>4</sup> TAPPI 452

<sup>5</sup> ISO 11475:2017

<sup>6</sup> TAPPI 489

\*PIQET Life Cycle Assessments 2019, v4.1.3. Stats above related to production of one million cards. PIQET is based on the ISO 14040 standards for Life Cycle Analysis.

©2022 WestRock Company. WESTROCK, WestRock and Design, the WestRock logo and Tango are trademarks owned by WestRock Company. All other trademarks are properties of their respective owners. All rights reserved.

TGCPG-0122



To learn more about Tango Gift Card, go to [westrock.com/TangoGiftCard](https://westrock.com/TangoGiftCard) or scan here.

