



# The Right Stuff of Tahoe, Incorporated

*Print it digital. Keep it digital.™*

# The Right Business Cards™

Bar coded vCard: convenient, accurate scanning  
of more than 1 kilobyte of contact information.  
Traditional front side: pleasing to the eye.

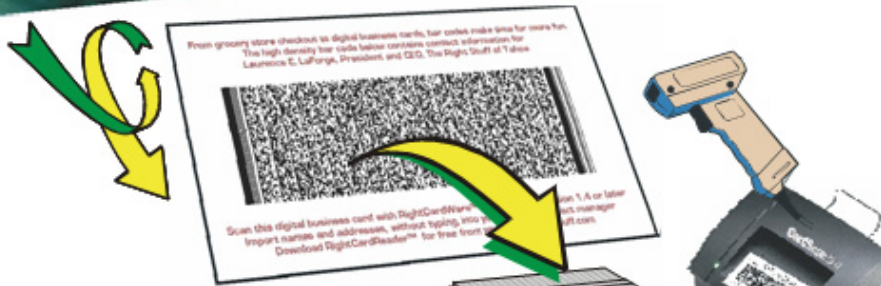
You're a technology champion.  
You have The Right Stuff.  
Announce it with

## The Right Business Cards™



- All the eye-catching benefits of traditional business cards.
- Tailored to your specifications.

- High quality printing.
- Choose your process: four-color, flat, or thermographic.
- At a price that beats over-the-counter print shops.



Bar coded contact information says  
*you care* about saving people time  
... and it really *does* save time!

- The bar code contains your vCard, with name, address, phone number, and other contact information.
- People to whom you give your card scan the bar code into Microsoft Outlook, CardScan, or other contact managers.

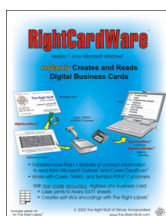
Works with

- standard scanners
- digital cameras

Scanning software readily available.



- RightCardReader™ is like Adobe Acrobat Reader. Both are free.



- RightCardWare™ is like Adobe Acrobat. In addition to scanning bar coded business cards, 'Ware captures contact information, converts it to a bar code, and prints it onto business cards.





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The Right Business Cards™ Back side: flat black ink. Includes one proof.	Product ID	Front Side Ink(s)	QTY = quantity per set			S & H Std Drop
			250	500	1000	
<b>Front side: four-color process.</b> 14 pt stock	RST-08-999	CMYK, UV coated	N/A	N/A	\$99.95	\$9.95
Rapid turnaround. 65# laser perf stock	RST-09-010	CMYK, no bleeds	\$50.00	five 10-up sheets		\$4.95
<b>Spot color ink(s) on front: basic set.</b> <b>Stock:</b> Premium White 80# Cover. 96+ bright. <b>Front:</b> Loose register, no bleeds, or borders. <b>Back:</b> Bar coded vCard, semi-custom, provided by customer via RightCardWare™. Two-dimensional bar code: 8.3 mil PDF417 in flat black ink.	RST-03-QTY	Black	\$45.00	\$48.00	\$55.00	\$4.00 per address plus actual freight
	RST-04-QTY	1 standard color	\$48.00	\$51.00	\$58.00	
	RST-05-QTY	Black + 1 standard color	\$52.00	\$55.00	\$62.00	
	RST-06-QTY	Reflex Blue + Std Red	\$54.00	\$57.00	\$64.00	
	RST-07-QTY	2 standard colors	\$72.00	\$75.00	\$82.00	
<b>Stock options.</b> Further enhance your spot color cards. <i>The right paper says you really mean business!</i>					Add to RST-0X-QTY:	
Cream Bristol	RST-11-002	As with basic set	N/A	\$10.00	\$12.00	N/A
High Gloss White	RST-11-004		N/A	\$12.00	\$15.00	
Linen: Bright White, Soft White, Ivory	RST-11-005		N/A	\$10.00	\$12.00	
<b>Foldover cards. Spot color inks.</b> <b>Stock:</b> 80# Cover in Premium White, or Linen in Bright White, Soft White, or Ivory. <b>Outside:</b> Loose register, no bleeds or borders. <b>Inside:</b> Bar coded vCard. Flat black ink.	RST-93-QTY	Black	\$96.00	\$101.00	\$133.00	\$4.00 per address plus actual freight
	RST-94-QTY	1 standard color	\$98.00	\$103.00	\$134.00	
	RST-95-QTY	Black + 1 standard color	\$110.00	\$115.00	\$147.00	
	RST-96-QTY	Reflex Blue + Std Red	\$112.00	\$117.00	\$148.00	
	RST-97-QTY	2 standard colors	\$127.00	\$133.00	\$164.00	
<b>Premium services. Spot color inks.</b> Applies to business cards and stationery		Our <b>letterhead</b> and <b>envelopes</b> perfectly complement The Right Business Cards™. To order, please refer to our product and service guide for <b>The Right Stationery™</b>				
Discount: multiple like sets of cards, same order.	RST-10-001		\$10.00	deduct from RST-0X-QTY		
Customer provided artwork, each piece.	RST-10-002		\$3.00	per set, cards or stationery		
Bleed or margin < 1/8", each edge.	RST-10-003		\$14.00	per set, cards or stationery		
Border or partial border, each edge.	RST-10-004		\$8.00	per set, cards or stationery		
Tight register: different inks at < 1/16" tolerance.	RST-10-005		\$17.00	per set, cards or stationery		
Standard metallic color. Add to RST-XX-QTY.	RST-10-CLR	Gold = 873. Silver = 877	\$9.00	per set, cards or stationery		
Third ink, loose register. Add to RST-0X-QTY.	RST-10-007	Specify Pantone color	\$50.00	per set of two-sided cards		
Nonstandard color, each ink. All sets alike.	RST-10-008	Specify Pantone color	\$65.00	per order, cards or stationery		
Customer provided stock. Add to RST-XX-QTY.	RST-10-009		\$20.00	per set of business cards		
Flat ink on both sides. All sets alike.	RST-10-010		\$25.00	per order of business cards		
Additional proofs, custom design. Per hour.	RST-02-009		\$125.00	in half hour increments		

Print per order (PPO) products and services. Normal delivery: two weeks after you confirm your order. Allow an extra week for nonstandard or premium inks and stock. Sales tax applies to transactions in Nevada. Standard front side spot colors are *thermographically raised*: Black, Reflex Blue, Red PMS 185, Process Blue, Teal PMS 320, Gray PMS 423, Green PMS 347, Burgundy PMS 221, Brown PMS 463, Gold PMS 873, and Silver PMS 877. Contact us for samples, volume discounts, shell imprints, or specialty layouts, inks, and stocks.

## Our spot color quality is as good or better than at CopyMax.

### So are our prices. Here's an example.

You order three sets of 500 cards on Premium White 80# Cover. Thermographic gold front, with logo, no bleeds or borders. Price per set: \$51 + \$3 + \$9 = \$63 (RST-04-500 + RST-10-002 + RST-10-873). You enjoy a multiple set discount of 3 x \$10 = \$30 (RST-10-001). Your bottom line: (3 x \$63) - \$30 = \$159, plus shipping and sales tax.

## Do you make your own business cards?

From your desktop, you can use RightCardWare™ to bar code contact information onto your home-made business cards. Get RightCardWare™ for just \$24.99 from [www.The-Right-Stuff.com](http://www.The-Right-Stuff.com).

- Place orders to [OrderStuff@The-Right-Stuff.com](mailto:OrderStuff@The-Right-Stuff.com)
- Or phone us at 1.775.322.5186

We invite enquiries from corporations, government organizations, and distributors.

## The Right Stuff of Tahoe, Incorporated

The Right Place  
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