



Article Side

Unique Materials for Your Business Cards by [Janice Jenkins](#)

Article published on January 6th 2012 | [Site Promotion](#)

Business professionals and freelancers most of the time rely on business cards to expand their contacts of potential clients. If you are planning to produce your own business cards for the first time or you are thinking of redesigning what you currently have, then you may want to consider some unique ways to make your cards memorable and leave a lasting impression. One of the best ways to give business cards a creative twist is by using unique raw materials.

Paper and card stock are the most common and popular material used for business cards. Many people usually make use of white or off-white cardboard stock although there are other varieties available as well such as colored paper stock or cold-pressed textured paper. But aside from paper, there are other materials that can also be used to print your contact information and be used as business cards.

Plastic

A high quality business card made of plastic can enhance your professional image. Aside from letting you stand out from the competition, plastic business cards are also practical, if you take the material's lifespan into consideration. Whether it is transparent, frosted, or stretchy, plastic is long lasting and durable, allowing your business cards to stay with your prospects' wallets or Rolodexes for a longer period of time. The durability of plastic cards also boosts the flexibility of your card. You may consider using your business card as a customer loyalty card or discount card to encourage your customers to keep the card in their possession, thus promoting extended brand visibility.

Metal

Metal business cards are another excellent way to set yourself apart from your competitors, especially if you are in an industry that provides services or products that are related to metalwork. Metal cards work best with minimal design, giving them a more striking effect and leaving you with a sophisticated business persona.

Business cards made of metal come in different shades of chrome, silver, and gold, resulting in a high-class form of business marketing. With metal cards, you can have your name, company details and other info embossed for greater impact.

Other Material

Professional business card printing companies also offer other alternative materials, from wood to cloth. Decide on the material you want to use, taking into account the overall effect one would have on your business and brand image. The material should match the industry you are in or at least you can make it work to complement or enhance your professional identity. For instance, if your business is all about selling wood crafts, then a wood business card is ideal for your use. Aside from sharing your information to prospects, it can also effectively market your products.

Your choice of business card material is a great way to showcase your creativity and to set you apart from other businesses. But regardless of the type of material that you choose to use, make sure that your contact information will be properly displayed and prospective customers will be able to read the details easily.

Article Source:

<http://www.articleside.com/site-promotion-articles/unique-materials-for-your-business-cards.htm> -
[Article Side](#)

[Janice Jenkins](#) - About Author:

For comments and inquiries about the article visit: a [Unique Materials For Business Cards](#)

Article Keywords:

business cards, business card printing, online printing company

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!