

# INSTANT REDEEMABLE COUPONS (IRC) & SCRATCH OFFS

TAKE PROMOTIONS TO THE NEXT LEVEL AND INCREASE YOUR SALES

Clean Release Sample



Scratch Off Sample



Piggyback Sample



## Great For:

- Direct Mail Pieces
- Mail-In Rebates
- Seasonal Promotions
- Cross-Promotional Marketing
- New Product Launches
- Sweepstakes & Contests

## Available Options:

- **Clean Release:**  
*Designed with a dry-release adhesive that allows the end user to remove the top layer of the coupon. The coupon is not sticky once removed and can be printed on one or both sides. Often used for instant redeemable coupons.*
- **Piggyback:**  
*Bottom layer sticks to surface while top layer can be removed and reapplied elsewhere. Often used on direct mail pieces.*
- **Repositionable:**  
*Low-tack adhesive label that allows you ability to relocate.*
- **Scratch Offs:**  
*Scratch off coating applied over printed or blank label. (Example: Silver scratch off on clear label.)*