

# Vertical Markets

## Insurance

- Automotive/RV
- Boat/PWC
- Dental
- Health
- Motorcycle/Snowmobile
- Prescription
- Travel
- Vision

## Healthcare

- Blood Banks
- Clinics
- Hospitals
- HMOs, PPOs, POSs
- Medicare
- Nursing Homes
- Pharmaceuticals
- Physicians' Groups

## Financial

- Banks
- Brokerage Firms
- Credit Card Companies
- Credit Unions
- Finance Companies
- Mortgage Companies
- Mutual Funds

## Associations

- Alumni
- Auto Clubs
- Fraternal
- Industry
- Kids' Clubs
- Political
- Sports
- Union

## Entertainment

- Botanical Gardens
- Gaming/Casinos
- Museums
- Science Centers
- Theme Parks
- Zoos

## Education

- Colleges/Universities
- K-12
- Online
- Student Activities
- Technical Schools

## Automotive

- Extended Warranty
- Parts Stores
- Roadside Assistance
- Rental/Leasing
- Sales
- Service

## Government

- Federal
- International
- Local
- Parks & Recreation
- State

## Manufacturing

- Consumer Goods
- Electronics
- Industrial
- Wholesale

## Professional Services

- Accounting
- Consulting
- Legal

## Retail

- Boutiques
- Collectors' Clubs
- Franchise
- Grocery
- Mass Merchandiser
- Online
- Restaurants
- Retail Mall

## Travel

- Airlines
- Cruise Lines
- Hotels/Motels
- Resorts
- Travel Agencies

## Real Estate

- Commercial
- Construction
- Property Management
- Residential

## Religion

- Churches
- Publishing Companies

## Utilities

- Electric
- Natural Gas
- Telecommunications
- Water



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# Membership ID Cards & Magnets

# You name it, we've probably printed it.



For over 30 years, FormStore Incorporated has been the leading manufacturer of laser printable membership identification card documents. We currently manufacture five unique types of membership ID cards for any application ranging from alumni membership to financial, healthcare and insurance cards.

Call FormStore today at **800-325-9583** and ask an Account Manager about our entire family of affixed and integrated membership ID cards and magnets.



# Membership ID Cards

PRODUCTS

**LaserWell®**  
**LaserWell® Plus**  
**WindoWell®**

DETAILS

**LaserWell** and **LaserWell Plus** laser printable membership identification products are the industry leader for a wide variety of ID card applications. LaserWell Plus is specifically designed for use in higher speed cut sheet and continuous form printers.

Both of these patented affixed card products are available in a wide range of standard and custom formats in quantities to match your project requirements.

The freedom to design the document and the card provides tremendous flexibility for your marketing and graphic design personnel to create the most attractive and professional letters, brochures, booklets and more.

Choose from 1, 2, 3, 4 or 6 card per page formats. Special **WindoWell** formats are available in 1 and 2 card formats to allow for duplex imaging onto the back of the card.

PRODUCTS

**PeelCard®**  
**PerfCard®**

DETAILS

**PeelCard** membership cards are an affordable membership card for clients with applications that don't require a long-lasting card but like the enhanced look of the peel-out card. PeelCards provide an easy to print, peel-out card with a durable laminate backing.

**PerfCard** membership cards are a quality product using premium papers for membership card applications that do not require a long-lasting card. They can be completely customized to match your card application and image. PerfCard membership cards are less than 10mil making our cards more likely to be carried and used.

These integrated cards can be pre-printed up to 4 color process on the front and back and run through a laser printer a second time for imaging and personalization. PeelCards and PerfCards are available with 1, 2, 3, 4 or 6 cards per sheet in a multitude of standard and custom card positions.

# Membership Magnets

PRODUCTS

**PromoMagnet®**  
**Promo-It™**  
**Affixed Magnets**

DETAILS

**PromoMagnet** is a special magnetic media product designed for imaging and personalization on digital printers. The standard PromoMagnet is a 3 3/8" x 2 1/8" magnet integrated into an 8 1/2" x 11" document. This new integration of magnet and carrier sheet provides customers with a one-of-a-kind application that can be used as advertising to promote their business, appointment reminders, or gifts for customers that will keep you on their minds every day.

**Promo-It** is a custom media product designed for your digital printer applications consisting of a 3 3/8" x 2 1/8" repositionable magnet substitute integrated into an 8 1/2" x 11" document.

**Affixed Magnets** - FormStore has expertise in affixing magnets to a wide variety of direct mailers. Magnets add interest to otherwise flat promotional items and can be highly effective in grabbing recipients' attention.

## Membership ID Card & Magnet Formats

DETAILS

