

Co-op Connections® Card

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FAQ:

What is the difference between the Member Introduction Letter and the Card Carrier?

The content is the same between the Member Introduction Letter and the Card Carrier Brochure.

The two formats are for the Co-ops preference.

- The Member Introduction Letter is a business letter on matte (dull) text weight paper typically with a zfold - you may choose a cfold as well
- The Card Carrier Brochure is on a heavier gloss (shiny) cover weight paper typically with a cfold - you may choose a zfold as well.
 - You have two options for art on the Card Carrier - again co-op preference
 - You may have cards affixed (cards arrive affixed to the brochure - flat or folded) You may choose diecut (cards delivered separate and must be inserted by the co-op)

