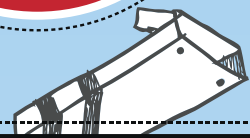


# POLAND



## MERCHANT TYPES EVALUATED

- DEPARTMENT STORES | DISCOUNT RETAILERS
- DRUG / HEALTH / BEAUTY | BOOKSTORE
- SPORTING GOODS | MOVIE THEATRES



## NOTABLE PACKAGING & ACCESSORIES

No notable packaging, all standard v-fold or hanging carriers



## MERCHANTS

## CARD DESIGNS



SEVERAL HAVE A FEW, AND A FEW HAVE MANY.



CARD CONSTRUCTION	PERCENT OF TOTAL
Standard 4/1 PVC	65%
Foil (full face or spot)	18
Matte (full face or spot)	3
Pearl	3
Raised Surface Texture	11
Die Cut	0
Paper (solid or overlay)	0
Glitter	0
Lenticular	0
Clear Card	0
WOW (toys, coins, foam)	0
Wood / Flocked / Scented	0

## GIFT CARD MALLS

**1** LOCATION WITH **2** 3RD PARTY MALLS



## PRIMARILY STORE BRANDED

NO SEGMENTATION FOR CHRISTMAS OR OCCASIONS

**PAPER VOUCHERS IN LIEU...** **3**

MERCHANTS PRESENT PAPER VOUCHERS IN LIEU OF GIFT CARDS