

# Everyone's a Winner with The Riverside Group!

Everyone wants to feel like a winner. Scratch-off applications build anticipation for the win-or-lose payoff underneath and get your customers involved with your message. A great way to add interactivity to promotional pieces, scratch-offs add the unique dimension of making winners of all your customers!

Available as foil to give you a variety of color and pattern options and as economical Ultraviolet (UV) coatings, scratch-offs make effective magazine inserts or direct mail. "Luck of the Draw" specials and other promotions get an added dynamic element with scratch-off applications.

Super for games of all types and ideal for fundraisers, raffles and charity events, designs can include messages or images screen-printed onto scratch-off coverings. And yes, we can apply scented "scratch-and-sniff" coatings as well!

When you use scratch-offs from the Riverside Group, you're a winner every time! Call us toll free at 1-800-777-2463 or email us at [book@riversidegroup.com](mailto:book@riversidegroup.com) to find out how scratch-offs can generate interest in your message!

**SEE WHAT  
YOU'VE WON!  
SCRATCH  
OFF INSIDE!**

See! You Couldn't Resist - and  
Neither Will Your Customers!

**\$75**

Off Your Next Job!\*

**THE  
RIVERSIDE  
GROUP**



655 Driving Park Avenue,  
Rochester, NY 14613  
**Toll Free:** 1-800-777-2463  
**Phone:** 585-458-2090  
**Fax:** 585-458-2123

## FINISHING, BINDING AND MORE!

### Perfect Binding

- PUR Adhesive Binding
- Otabind
- Notch Binding
- Books as Thin as 1/16"

### Case Binding

- Smythe Sewing
- Flexi-Cover
- Thread Sealing

### Die Cutting

- Scoring
- Pattern Perfining
- Foil Stamping
- Embossing

### UV Coating

- Dimensional UV Coating
- Scratch and Sniff
- Scratch Off

### Film Laminating

- Large Format Laminating

### Index Tabbing

- Mylar Reinforcement

### Mechanical Binding

- Wire-O Binding
- Plastic Spiral
- Plastic Comb

### Gluing

- Remoistenable (Pattern, Straightline)
- Fugitive Glue
- Spot Glue Closure

### Folding

- Commercial Folding (Roll, Parallel, Gate)
- High Speed Signature Folding

### And More!

- Cutting
- Collating
- Punching
- Drilling
- Shrink Wrapping
- Handwork
- Fulfillment
- Kleenstick Taping
- Eyeletting

[www.riversidegroup.com](http://www.riversidegroup.com)

### RECEIVE OUR HELPFUL TIPS BY E-MAIL EACH MONTH!

These cards will not be sent monthly. Don't miss a single issue of The Riverside Group's Helpful Tips, available each and every month only by opt-in e-mail! Please subscribe by visiting:

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IMPORTANT NOTE: Your friends at The Riverside Group immediately honor all e-mail opt-out requests.

**Don't Gamble  
On Your Next  
Scratch Off Job...**

**The RIVERSIDE GROUP  
Is a Proven Winner!**