



Hello – thanks for stopping by!

If you're writing an article, or reviewing our products, you've come to the right place. To make life easier, we've collated all our most commonly requested facts, figures and high res images for you to browse, download and quote from.

If you're still after more info, or some different images or format, please do get in touch – we'll do everything we can to help.

MOO is a new kind of printing business.

The internet, smartphones, tablets - everyone's online all the time (including us!) But that doesn't mean that we've stopped enjoying the feel of something beautiful and tangible in our hands. In an increasingly digital world, MOO makes life a little less virtual. Why? Because we love to print.

MOO makes life a little less virtual.

MOO was born from a passion for beautiful, high-quality printed products and a love of great design – for everyone. Founded in 2004, we aimed to disrupt the \$640 billion global print industry by combining the values of professional design with the accessibility and reach of the web.

Printing has been around for centuries, and we're certainly not the first printer to go digital. But since the launch of moo.com on 19th September 2006, we've worked hard to set the standard for digital print. How? With consistently remarkable new products that combine great design and uncompromising high standards.

MOO is a bit different to other printers.

We invented a unique, patented technology called 'Printfinity' which allows customers to have a different image on every single Business Card, MiniCard, Postcard, Greeting Card or Sticker in a pack. It's a tool that helps our customers showcase their business, brand, products or personality – like a portfolio in your pocket.

Unlike most traditional printers, we also offer affordable short print runs - so our customers can be as experimental or creative as they want.

We also only use premium quality paper as standard – so your card will never be anything less than the best.

MOO statistics you might be interested in.

Printing over 6 million cards every month, MOO has hundreds of thousands of customers in over 200 countries. MOO has also become a much-loved brand, with a 75% NetPromoter rating. We've won 3 Webby awards (the web's Oscars), have been profiled in the Financial Times, and were ranked in the top 10 UK start-up companies by the Guardian Newspaper. MOO currently employs over 100 team members, split between our London (UK) HQ and office Providence, RI (USA).

MOO has also raised over £5m in venture capital from The Accelerator Group, Index Ventures and Atlas Ventures; the investors behind Skype, Betfair, LoveFilm, Last.fm and MySQL.

Who's who on the MOO exec team.

Founder & CEO: Richard Moross

Chief Operating Officer: Brian Murphy

CPO: Dave Wascha

About MOO

MOO is an award-winning digital printer with a difference. We make Business Cards, MiniCards, Postcards, Stickers and more – and we use premium quality paper as standard (no hidden costs with us!)

How is MOO different? Good question! We invented Printfinity, a unique technology that allows you to have a different image on every single card in a pack. It's a great way for creatives like artists, photographers or performers to show off their work – you can always carry your portfolio in your pocket. Or, choose from our exclusive range of MOO designs.

MOO offer short print runs (as few as 50 cards) so you can experiment with your cards in an affordable way, as well as avoiding waste. It's perfect for startups who still haven't decided on the perfect branding, or ecommerce companies using Printfinity as a product portfolio, with a constantly-rotating range of products.

How else do MOO clients use their cards? Here's a selection:

- Hangtags for bespoke clothing
- Backings for jewellery designs
- Profile shots for actors and models
- Customer testimonial cards
- Discount pass-alongs and Refer a Friend vouchers
- Unusual marketing mailouts
- Personalised place cards for events
- Vouchers and promo codes
- Personalised loyalty cards
- Invitations and tickets for events
- Memory games for younger MOO users
- Festive tree decorations

And that's just a handful of uses. Our customer base is wide-ranging and diverse – from designers and artists to estate agents and accountants, from individuals to corporations.

We also offer MOO for Business to companies with 10 or more employees – so we really do have something for everyone.

MOO Products

Classic Business Cards

Great Business Cards are a conversation starter – so make sure yours stand out. With MOO Classic double sided cards, you can easily upload your own designs or photos to create something personal – or use one of ours. Plus, you can have a different image on every card in the pack!

- 84mm x 55mm / 3.30" x 2.16"
- premium 350gsm paper stock
- available in short print runs of 50 cards
- printed in full colour, matte laminate or gloss finish
- from \$19.99 / £10.99 (excl. VAT) / €12.79 (excl. VAT)



Green Business Cards

100% recycled and recyclable, biodegradable Business Cards are perfect for the environmentally conscious. Manufactured using wind power and free from harmful chemicals, MOO's 'Green' Business Cards are one of the 'greenest' on the market – and short print runs mean you can avoid waste by ordering the perfect amount – no more, no less.

- 84mm x 55mm / 3.30" x 2.16"
- premium 352gsm paper stock
- available in short print runs of 50 cards
- printed in full colour, non reflective
- from \$22.99 / £12.79 (excl. VAT) / €15.29 (excl. VAT)



Rounded Corner Business Cards

It's MOO Classic Business Cards – with an edge! Or to be precise, 4 rounded edges. Rounded Corner Business Cards use the same premium quality paper, and you can have a different image on every card – upload your own designs, or use one of ours. They're a real ice breaker!

- 84mm x 55mm / 3.30" x 2.16"
- premium 352gsm paper stock
- available in short print runs of 50 cards
- printed in full colour, matte laminate or gloss finish
- from \$23.99 / £13.49 (excl. VAT) / €17.19 (excl. VAT)



Luxe Business Cards

We imagined a Business Card so beautiful, people wanted to frame it – and Luxe was the result. 3 times thicker than an ordinary card, Luxe is made from gorgeous Mohawk superfine paper, has an eye-catching centre seam of colour, and a carefully curated gallery of designs – or you can use your own.

- 84mm x 55mm / 3.30" x 2.16"
- super-premium 350gsm Mohawk Superfine paper
- available in short print runs of 50 cards
- printed in full colour, gloss laminate front
- from \$34.99 / £23.99 (excl. VAT) / €29.00 (excl. VAT)



Facebook Business Cards

Want to take your business or personal Page into the real world? Well, now you can with our Facebook Business Cards. Use your Facebook photos (with a different image on every card if that's what you want!) and choose your favourite quote to go with your details. It's online communication – in your hands.

- 84mm x 55mm / 3.30" x 2.16"
- premium 352gsm paper stock
- available in short print runs of 50 cards
- printed in full colour, non reflective
- from \$15 / £10 (excl. VAT) / €11 (excl. VAT)



MiniCards

MiniCards are half the size of Business Cards – and just as remarkable. Upload your own images or use one of ours – and get a different image on every single card in the pack. MiniCards are perfect for keeping a pint-sized portfolio in your pocket – so you can always network in style.

- 70mm x 28mm / 2.75" x 1.10"
- premium 350gsm paper stock
- available in short print runs of 100 cards
- printed in full colour, matte laminate or gloss finish
- from \$19.99 / £10.19 (excl. VAT) / €11.75 (excl. VAT)



Double Sided Postcards

Create beautiful glossy Postcards for promotions, invitations, portfolio pieces, or just to say hi. They're double sided and made with premium quality paper – perfect for reselling your design, photography or artwork. Plus, with Printfinity, and our super-short print runs, you can easily experiment with different designs on every card.

- 105mm x 148mm / 4.13" x 5.82"
- premium 350gsm paper stock
- available in short print runs of 20 cards
- printed in full colour, gloss laminate front
- from \$19.99 / £10.19 (excl. VAT) / €11.75 (excl. VAT)



Greeting Cards

Need to send a card? Make it truly personal with MOO – upload your own designs or photos to send to family, friends, colleagues and clients. Or, choose from our exclusive designs – and write your own personal hello inside! You can experiment with our short print runs – perfect for all occasions.

- 105mm x 148mm / 4.13" x 5.82"
- premium 340gsm FSC credited paper
- available in short print runs of 25 cards
- printed in full colour, light satin coat on front
- from \$39.99 / £17.79 (excl. VAT) / €21.45 (excl. VAT)



Envelopes

If you're making a personalised card, don't stop there! Make the most of your message with an eye-catching envelope - available in a range of colours to compliment your cool, customised Greeting Cards or Postcards.

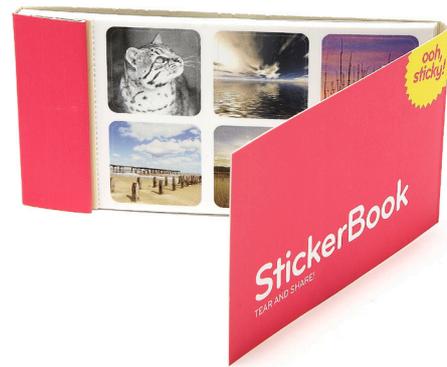
- 152mm x 108mm / 6" x 4.3"
- available in packs of 20, and 25
- from: \$6.40 / £2.70 (excl. VAT) / €3.65 (excl. VAT)



StickerBooks

Want something unique? Make a tiny StickerBook! Get 90 stickers - a different image on every one- and use them for anything from guerilla marketing, packaging, promoting or simply for fun. Use your own artwork - or pick from one of our designs. Plus, they're great stocking fillers for the festive season.

- 22mm x 22mm / 0.86" x 0.86" (postage stamp size)
- available in packs of 90 stickers
- printed in full colour
- thick, high quality glossy vinyl
- from: \$9.99 / £4.29 (excl. VAT) / €5.89 (excl. VAT)



Sticky Labels

Upload your photos, images or artwork to create personalised labels for packaging, name tags, or even reselling to your customers. The same size as our Rounded Corner Business Cards, these labels have plenty of room to show off your business logo and products. And obviously, you can write on them!

- 84mm x 55mm / 3.30" x 2.17"
- available in packs of 50 labels
- printed in full colour
- thick, durable vinyl with a varnish coating
- from: \$16.99 / £15.99 (excl. VAT) / €19.99 (excl. VAT)



Round Stickers

Upload your logo, artwork, designs or photos - then pick your favourite template. They're perfect for packaging, sealing, promotions, marketing and more. Plus, our short print runs mean you can resell for specific clients and events and try out all your different ideas. And they're really sticky - no peeling!

- 38mm / 1.5" diameter
- available in packs of 52 stickers (4 per sheet, perforated)
- printed in full colour
- thick, durable vinyl with a glossy finish
- from: \$12.99 / £12.99 (excl. VAT) / €14.99 (excl. VAT)



MOO Accessories

Leather and Brushed Steel Business Card Holder

Perfect for busy networkers, this beautiful leather and brushed steel Business Card holder will keep your cards as crisp and fresh as the day they were printed.

- 61mm x 104mm x 20mm / 2.4" x 4.09" x 0.79"
- 2 colour variations
- holds up to 16 Classic and 9 Luxe Business Cards
- \$27.99 / £15.29 (excl. VAT) / €17.00 (excl. VAT)



Classic Leather Business Card Holder

This soft leather case has three internal pockets and one gusseted compartment for all your Business Card needs! It closes with an elastic strap and even has a small MiniCard pocket on the back.

- 100mm x 85mm x 15mm / 3.94" x 3.35" x 0.59"
- 3 colour variations
- holds Up to 25 Classic or 12 Luxe Cards
- \$19.99 / £12.99 (excl. VAT) / €14.99 (excl. VAT)



The ShowCase

If your cards are as beautiful as you can make them, you'll want to show them off – and what better way than in the ShowCase? A sleek, stylish plastic card case that fans out to show off Printfinity to its best advantage – allow contacts to pick their favourite cards (or maybe more than one.)

- 64mm x 105mm x 14mm / 2.52" x 4.13" x 0.55"
- holds up to 15 Classic Business Cards (not suitable for Luxe)
- recyclable plastic (black matte or white gloss)
- \$10.99 / £7.99 (excl. VAT) / €9.50 (excl. VAT)



Acrylic Business Card Holder

Don't crush your Business Cards at the bottom of your bag! This lightweight double-sided holder slips neatly into a pocket, keeping your cards flat and secure. It holds up to 12 MOO 'Green' Business Cards and 8 MOO 'Classic' Business Cards.

- 61mm x 89mm x 5mm / 2.4" x 3.5" x 0.2"
- 3 colour variations
- holds up to 12 Green and 8 Classic Business Cards
- \$9.99 / £5.09 (excl. VAT) / €5.89 (excl. VAT)



Giorgio Fedon Holder

This timeless, elegant Business Card case by Italian designer Giorgio Fedon is made from folded aluminum and covered in fine Italian imitation leather - keep a mix of credit cards and Business Cards inside, and always look the consummate professional.

- 6.3mm x 106mm x 12mm / 2.5" x 4.2" x 0.5"
- 4 colour variants
- holds up to 18 Business Cards
- \$37.99 / £24.99 (excl. VAT) / €29.99 (excl. VAT)



Plastic MiniCard Holder

Hardwearing and sleek, this plastic MiniCard holder slides open for speedy access. A small ramp inside helps the cards slide out, and every case is supplied with a handy key chain ring.

- 59mm x 100mm x 11mm / 2.32" x 3.94" x 0.43"
- 4 colour variants
- holds up to 12 MiniCards
- \$4.99 / £2.99 (excl. VAT) / €2.38 (excl. VAT)



Felt MiniCard Holder

This soft, flat MiniCard holder is hand-stitched from thick felt, by Supernana in Belgium. In bold, bright colours, it fits neatly into a pocket and includes a key chain loop and ring.

- 50mm x 85mm x 8mm / 1.97" x 3.35" x .31"
- 10 colour variants
- holds up to 12 MiniCards
- \$6.99 / £4.29 (excl. VAT) / €5.00 (excl. VAT)



Leather Minicard Holder

This soft leather, subtle MiniCard case holds up to 45 Cards. Fabric lined, it closes with a covered popper and has a small ring on the back for attaching to a key chain - perfect for networking hands free.

- 36mm x 86mm x 14mm / 1.42" x 3.39" x 0.55"
- 3 colour variants
- holds up to 45 MiniCards
- \$18.99 / £11.99 (excl. VAT) / €13.99 (excl. VAT)



MiniCard Mosaic Frame (for use with MOO MiniCards)

Position (and re-position) your MiniCards to make the perfect arrangement: portrait or landscape! Create a unique work of art, a gift for clients and family, or a stand-out promotional display.

- 270mm x 420mm / 10.63" x 16.54"
- holds 20 MiniCards
- \$39.99 / £16.99 (excl. VAT) / €22.95 (excl. VAT)

