



Modern communication technologies and access to information are moving forward by leaps and bounds, setting new rules of good manners in everyday life and business. It is quite natural to believe that many familiar to us but hopelessly outdated methods of communication are being left behind. Today, business is not what entrepreneurs imagined 20 years ago. But there is no need to cut to the chase - many phenomena in the business environment have proven themselves so well that even many years after their introduction into service, they faithfully serve the interests of businessmen. In this article, we will tell you why it is premature to say that business cards are outdated.

What is a Business Card

It is worth defining the concepts immediately, considering that digital forms now exist alongside [business card printing](#)

. It is a carrier of information about a person or organization. As a rule, it is made of paper, plastic or cardboard. The size of a business card is relatively small: according to the rules of etiquette and for practical reasons, it should easily fit into the corresponding section of wallets and purses, that is, be about 85 × 55 mm in size. In our country, the most popular format is 90×50 mm.

A business card can be corporate, business or personal. Corporate media contain information about the company, its activity area and the services provided. As a rule, they are of an advertising nature and are used at summits, seminars and conventions. A business card includes the name, surname, position, and contacts, and it serves to provide the necessary contact information to future clients. The fonts on business cards are made as readable as possible; often, they contain certain symbols of the enterprise, like a corporate one. Thanks to [custom printing services](#)

, the design can be very unusual. Personal cards include the name, surname and phone number. They are used in informal communication, and, in the context of this article, we are not interested in them.

Are Business Cards Relevant?

It may seem that a tool that appeared in the third century BC is not at all suitable for modern times. Has the digitalization trend replaced traditional business cards? Not at all. No matter how popular instant messengers and phones are, they still will not guarantee a successful meeting with clients.

Electronics often know how to let you down at the most "opportune" moment: the Internet has dropped, the gadget has run out of battery, the banal lack of time to write down a number. And, besides, what is the chance that, having written down someone's contact, you will not forget about it in the first half hour or hour?

A business card, even though from the outside it looks like an ordinary beautiful piece of paper with letters, still:

1.

Shows the status of the company.

2.

Helps to consolidate the first impression of you in a positive way.

3.

Convenient in many cases.

Thus, this tool is still quite relevant, handy and essential for doing business and networking.

Modern Trends

However, modern technologies have not unaffected business cards. Some trends should be considered to make cards more useful.

Bright Edges

Previously, business cards were designed without using the edges of the product. Gradually, coloured edges appeared on the business card. Unusual design gives the finished product individuality, and a unique visual element complements the card. A distinctive design style stands out favourably against the background of traditional options.

QR Codes

The QR code tool is used in all areas of the world. In modern realities, people use such a code every day. Special codes are a trend in the development of business cards. You can use the code to get information on a website or on social networks. A simple way to attract attention to the code. Make it not a black square, but use creative solutions. However, it is essential not to overdo it. A potential client should not fiddle with the business card while looking for the code.

Unusual Cutouts

It is not only font and shapes that are important when designing cards. You probably have a large number of cards from partners, customers and service providers. Businessmen can use the same business card design and choose identical pictures. Do you want to stand out from all the others? Then, pay attention to this trend.

Business cards with an unusual design allow your partners to find your product, among others, faster. Experiment with fonts and complement the outline with various cutouts on the edges or inside.

Special Materials

Here, you should consider both the ability to attract attention and environmental concerns. For example, cards made from recycled materials will demonstrate that the company cares about its footprint and does everything to minimize harm. Using fabric, metal, or wood will show your unconventionality. In addition, if it is related to your business, such a business card will definitely remain in memory.

Conclusion

Despite the fact that more and more functions are moving into the world of digital technologies, regular printed business cards still work. They allow you to attract attention and advertise your

company, remain in memory and help establish communication. Moreover, in some countries, such as Japan, an entrepreneur without a business card will simply not be taken seriously. Therefore, take a responsible approach to the design development process and trust the production only to proven and reliable companies.