



**CONFIDENCE IN EVERY HAND.**





**ON THE BUSIEST NIGHTS**

**EVERY HAND MATTERS.**

BEE brand cards  
and shoes result in  
better table game  
performance than  
any other brand.





Consider the life of a table game manager at your busiest casinos on the busiest nights. It's a life that on one hand is full of variables—but one that depends on a few things remaining constant no matter what.

One of those things is the card that is in every game.

For too long in our business, we have heard that “a card is a card.” In the relentless though understandable pursuit of cost control and overhead reduction, we have watched this offhand statement turn into dogma.

BEE—and The United States Playing Card Company that stands behind it—know differently. The card matters because every hand matters. And the card-maker really matters.

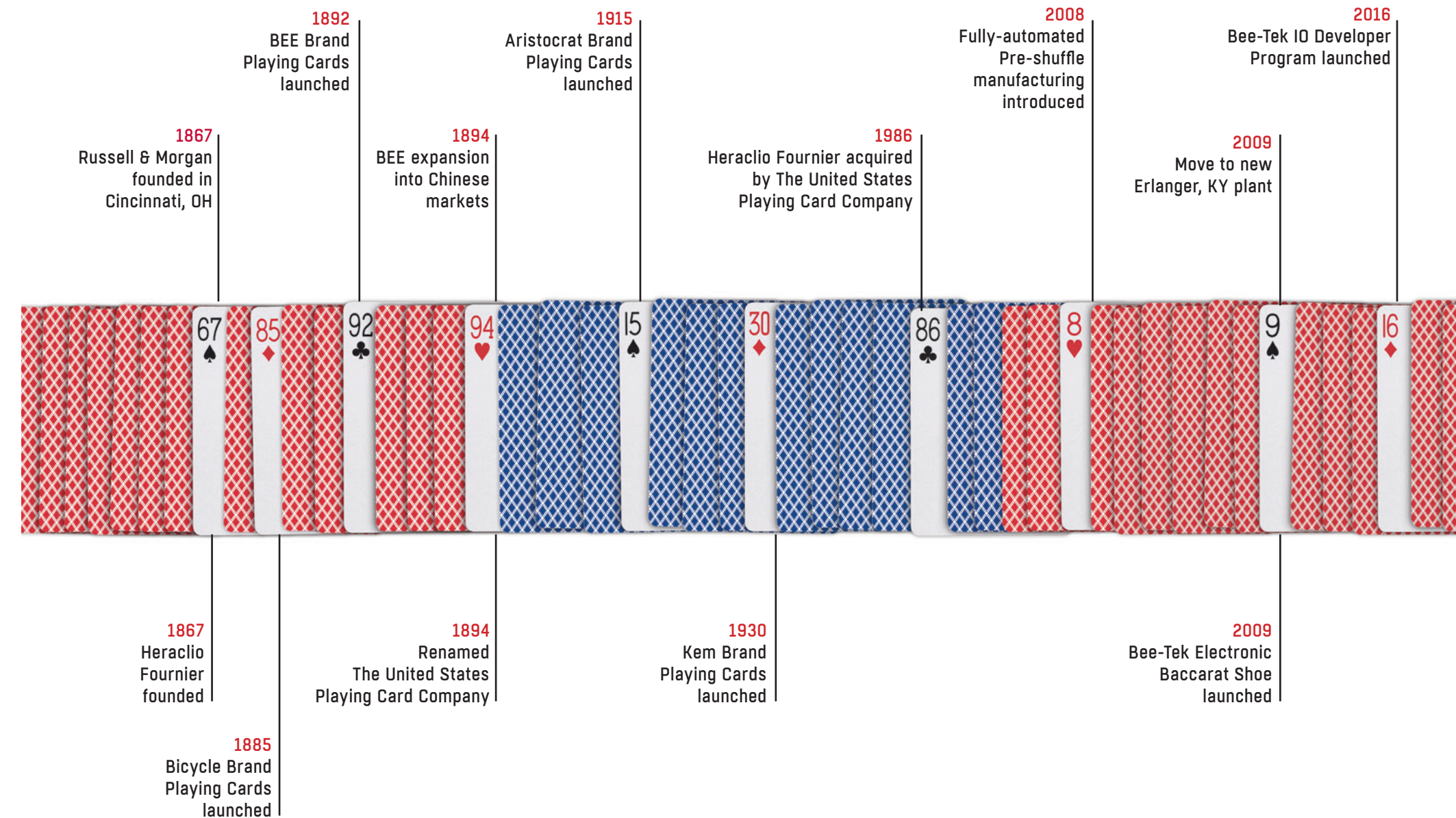
For more than 150 years we have made products and built brands with rich legacies. Those legacies are not merely memories of a bygone day, not just a nod to tradition.

The truth is that there is no real difference between the business-like pursuit of cost control and the value of the card. Why? Because the most valuable card delivers the very best game performance. That's something beyond cost control.

It's uptime control.  
It's error control.  
It's profit control.  
**It's real confidence in the card.**

We are the only brand that fully integrates the manufacturing process, including making our own paper. That means the perfect match for every casino environment. We're the only brand completely dedicated to game performance and to making the job of the dealer easier and more productive. This goes beyond the card, extending to the most innovative table gaming devices in the industry.

## OUR HISTORY





# OUR CARD-MAKING PROCESS



**1**  
We start with custom raw paper from sustainable forests.

**2**  
The paper is laminated with our specially formulated earth-friendly adhesive.

**3**  
Each roll of paper is formulated for your casino's climate.

USPC is the only card maker to laminate its own card stock, customizing for each casino's unique climate.

**4**  
Paper is crushed to desired thickness.

**5**  
Paper is dried in our custom dryer over 200m long.

**6**  
Custom card stock is rolled and ready for printing.

**7**  
Paper is printed with our environmentally friendly water-based ink containing no metals.

**8**  
The paper is embossed with our cambric finish.

**9**  
Cards are cut into sheets for each deck.

**10**  
For preshuffled orders, decks are shuffled and packaged by GLI-certified robots.

**11**  
Boxes are sealed, labeled, and optional RFID is applied.

Cards are tested on over 20 vectors and undergo more than 50 quality checks before shipping.

**12**  
Cards are securely shipped to your casino.

With our new shipping shroud, damage-in-transit claims have dropped to zero in 2016.





**A CARD ISN'T A COMMODITY,  
IT'S AN INVESTMENT.**

IT'S THE FOUNDATION  
OF EVERY TABLE GAME.

THE CARDS YOU USE MATTER  
BECAUSE EVERY HAND MATTERS.



## THE PRESHUFFLE PROCESS MATTERS

- ◆ Patented advanced automation allow us to remove all human contact from the first cut of cards until the cards are sealed and wrapped in packaging
- ◆ USPC is the only card maker that has delivered over 120 million preshuffled decks without a randomization issue
- ◆ \$10+ Million investment in preshuffle process and high speed defect detection
- ◆ Our random number generator is certified by independent agency, the same certification used by government lotteries around the world
- ◆ All employees have completed a background check



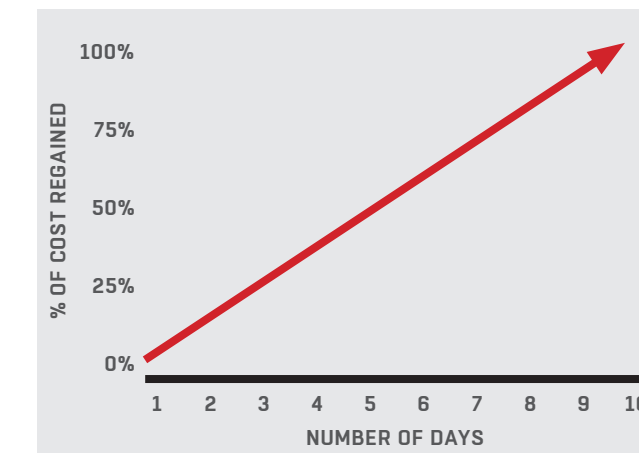
## MORE THAN 75% OF GLOBAL CASINO SALES ARE PRESHUFFLED

BEE preshuffled cards increase the speed of opening tables and decreases downtime when cards are exchanged.

Switching to preshuffle can increase casino annual profits at each table by:

- > \$20,000 for Blackjack
- > \$50,000 for Baccarat

Preshuffle available in 6 and 8 deck formats



## SEQUENTIAL DECKS

BEE sequential decks are also available in 6 and 8 deck formats and allow for increased speed of opening games in jurisdictions prohibiting pre-shuffle.





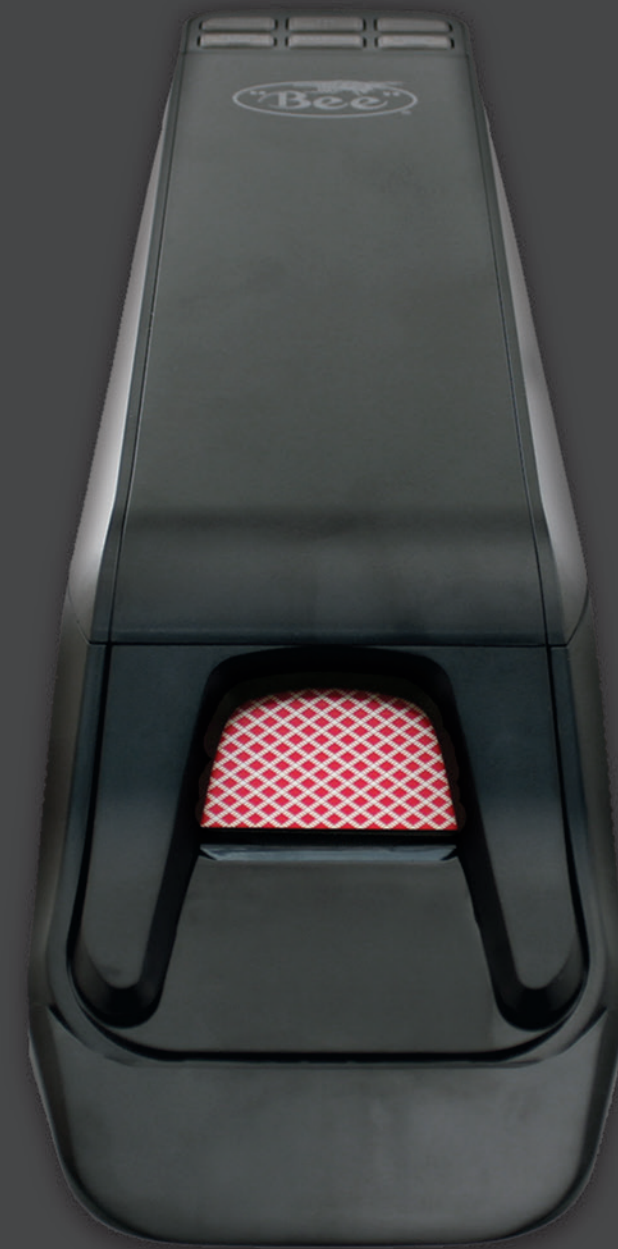
# BeeTek

ELECTRONIC CARD DEALING SHOES WITH CARDGUARD SECURITY TECHNOLOGY

# BeeTek BACCARAT

With the house edge and large bets that come with baccarat the cost of a player dispute can be high.

BEE-TEK Baccarat gives you and your dealers the confidence that the game will proceed smoothly by leveraging a unique gate that prevents cards from being overdrawn by the dealer. BEE-TEK enforces the rules of baccarat, verifying the result of the game. It also authenticates every card to your casino, protecting against a foreign card entering the game.



## BEE-TEK SHOE FEATURES



EASY-TO-READ DISPLAY

FULL INTEGRATION  
WITH TREND BOARDS

INDUSTRY-LEADING  
CARD READ  
TECHNOLOGY

Overdraw protection

Proprietary code structure and patented reading technology  
• More than 2,000 units deployed, 2.5B hands played and  
ZERO card read errors mean no change in pace of play

Fast reading at ~250ms acquisition rate

Maintains the element of surprise for the players!

Foreign Card Detection

Compatible with most trendboards

**The BEE-TEK Shoe has unmatched reliability with over 2.5 billion hands dealt without incorrectly reading a card value**

- ◆ Advanced algorithms encode the card value and unique casino identifier.
- ◆ Smaller-sized code (think QR code) printed in visible ink (yellow), but not easily visible to the naked eye makes them harder to detect.
- ◆ Printed with conventional inks the same way the rest of the card is printed, with same long shelf-life.

# BeeTek<sup>UNIVERSAL</sup>

The BEE-TEK Universal Shoe enables an array of disruptive table game products from third party developers including analytics, security, and new game experiences.



### TABLE GAME ANALYTICS AND PLAYER RATINGS

A player-rating software company combines wager data with live-card data to generate perfect player ratings.



### NEW TO THE WORLD GAMES

A game developer creates a game that displays video on a nearby screen when certain gameplay events occur.



### SECURITY PRODUCTS

A security company triggers and event notification if certain trends or gameplay events occur.



## PICK THE RIGHT CARD FOR THE GAME

We want you to get the right card for your gaming floor and offer two specially-designed paper grades for different needs



### “Bee” 92

Superior performance in shufflers makes it ideal for moderate- to long-use table games.



### “Bee” 18

Cost-efficient and perfect for squeeze baccarat and other single- to short-use table games.



## CHOOSE THE RIGHT FORM FOR YOU



SINGLE DECK



6 DECK & 8 DECK  
PRESHUFFLE/SEQUENTIAL

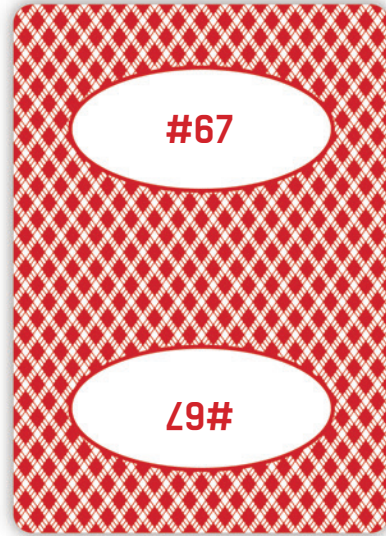


12 DECK CARTON

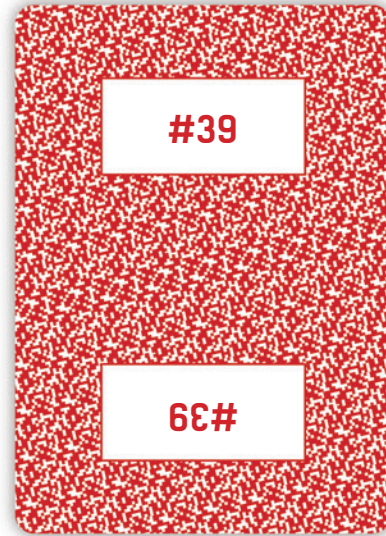


# ORDERING BEE BRAND PLAYING CARDS

## AVAILABLE CARD BACK STYLES



#67



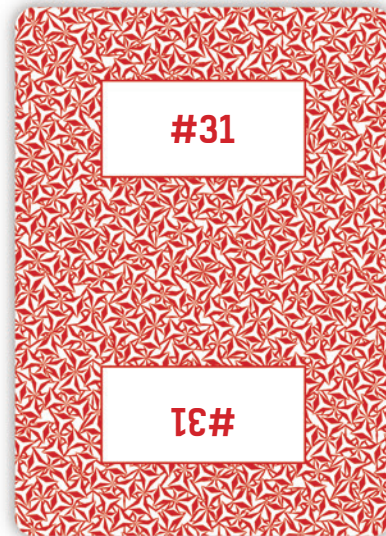
#39



"BEE" STINGER



#08



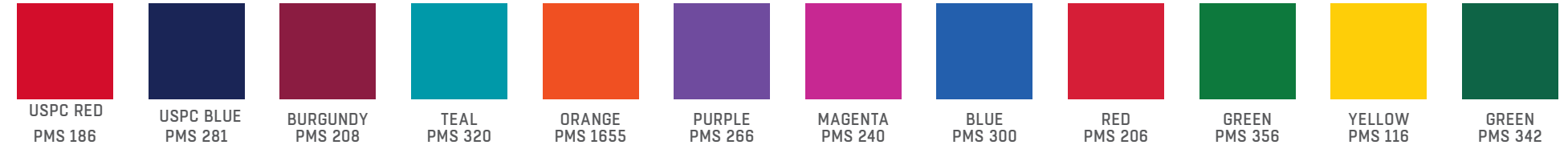
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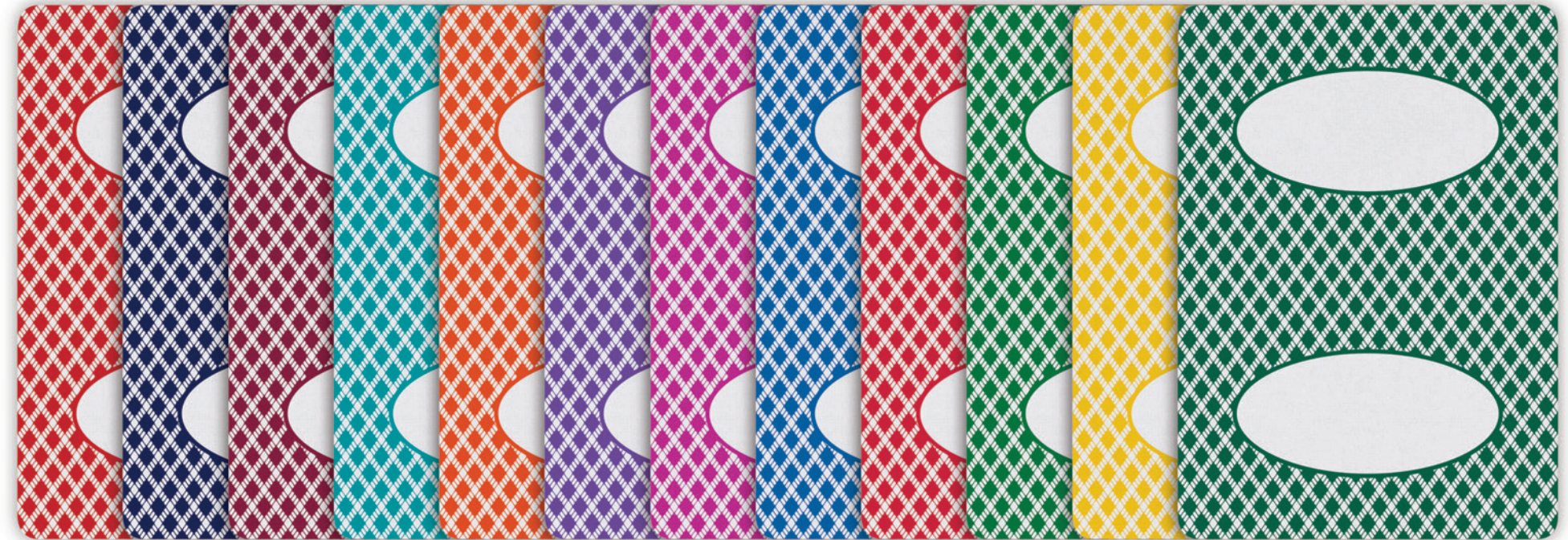
MAXIMUM SECURITY  
Contact your USPC representative for details about accessing this design.



## AVAILABLE CARD BACK COLORS



We use the PANTONE MATCHING SYSTEM® whenever possible; however, colors may vary slightly when printed on actual playing card paper stock.

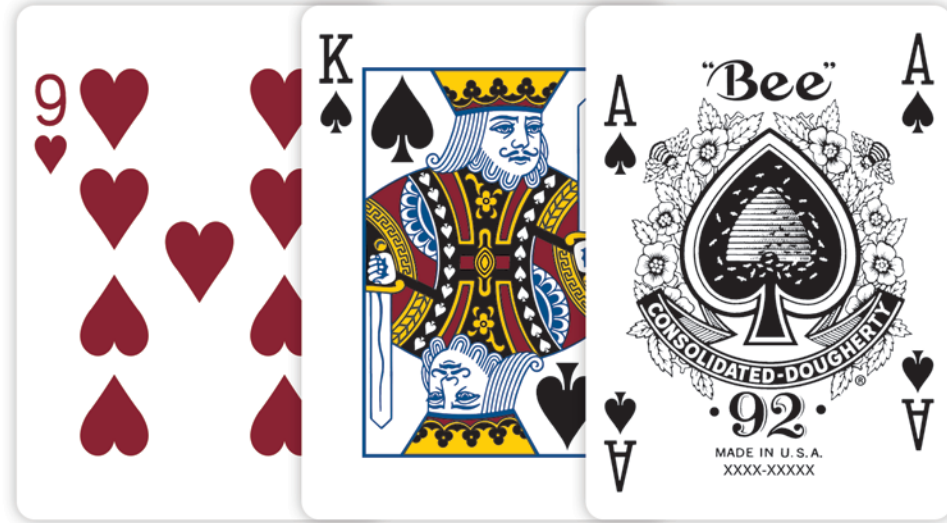




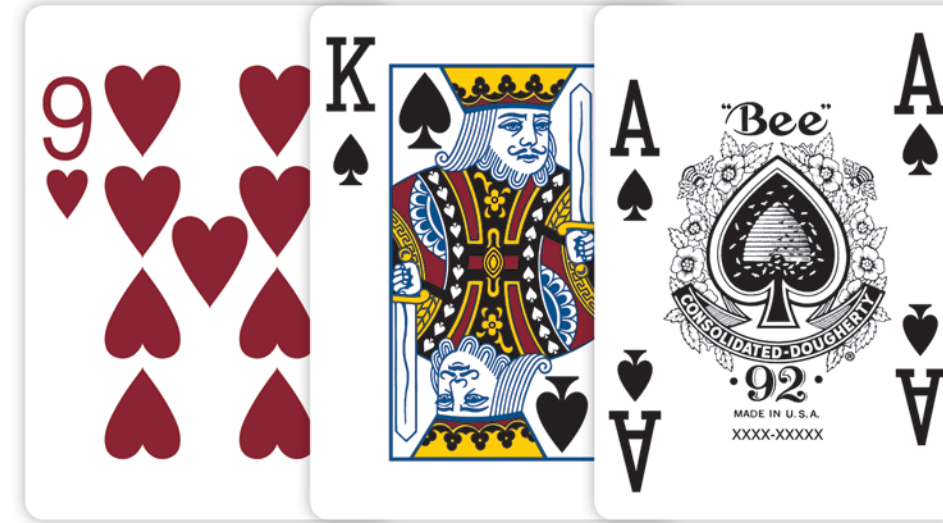
## AVAILABLE CARD FACE STYLES



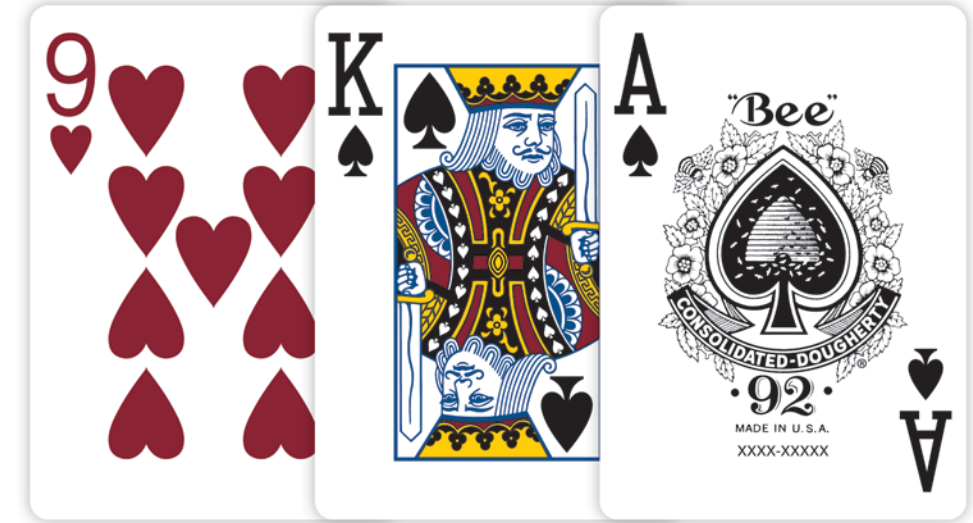
STANDARD INDEX - SI



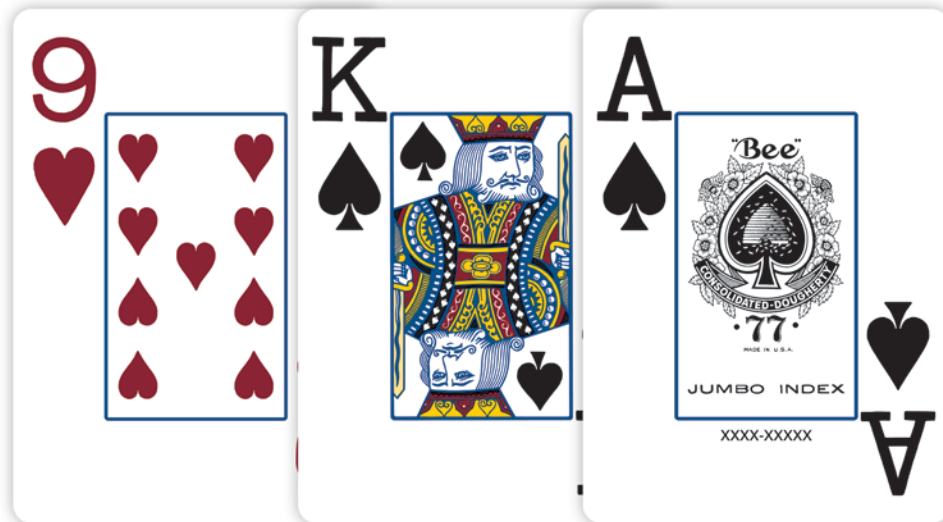
STANDARD INDEX TECH ART - STD TA2



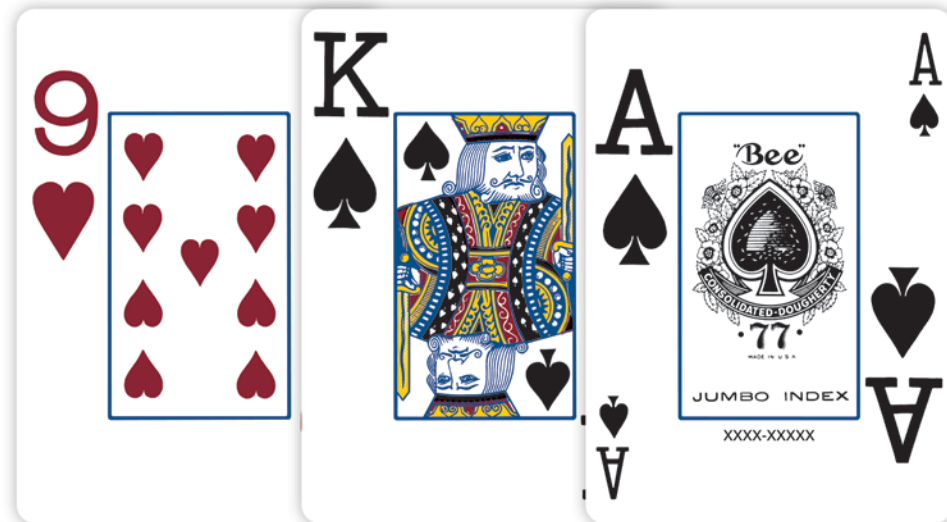
ENHANCED IMAGE TECH ART - EITB



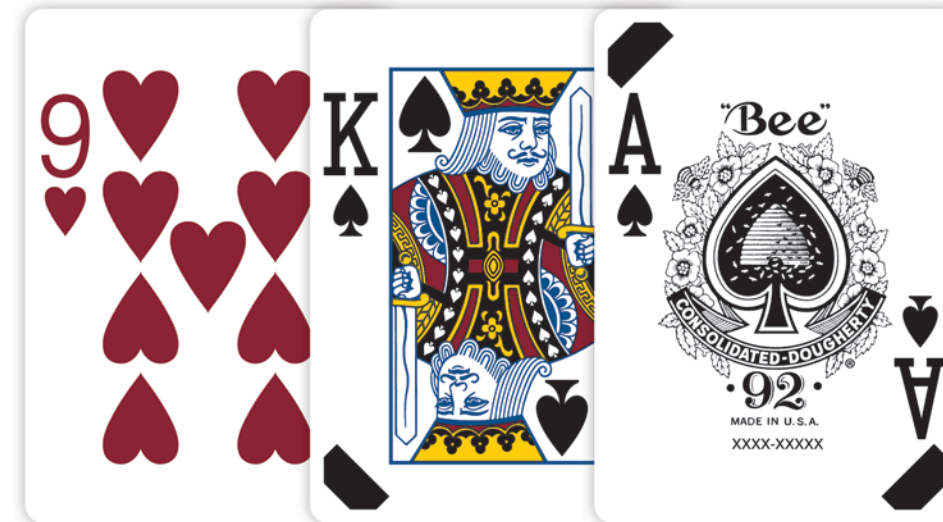
ENHANCED IMAGE - EIRB



JUMBO INDEX - JI



JUMBO INDEX TECH ART - PR0027



ENHANCED IMAGE "NO PEEK 21" - EIDB

## AVAILABLE CARD FACE STYLES

FACE DESIGN	BEE-TEK COMPATIBLE	PRESHUFFLE AVAILABLE
STANDARD INDEX	YES	YES
STANDARD INDEX TECH ART	YES	YES
JUMBO INDEX	NO	NO
JUMBO INDEX TECH ART	NO	NO
ENHANCED IMAGE - EIRB	YES	YES
ENHANCED IMAGE TECH ART - EITB	YES	YES
ENHANCED IMAGE "NO PEEK 21" - EIDB	NO	NO



# ARISTOCRAT

## BRINGING VALUE AND QUALITY TO THE TABLE

Aristocrat originated from the American Bank Note Company, famous for engraving currency for various countries, including the United States. With its heritage firmly rooted in the production of banknotes, Aristocrat applies that vast experience to produce quality cards with a banker's mindset for value.

The entire production process has been designed to save casinos money. Cards are only created in large production runs, maximizing efficiency of equipment while still offering the features the casinos need.



# ORDERING ARISTOCRAT BRAND CARDS



CARD BACK DESIGN



USPC RED  
PMS 186



USPC BLUE  
PMS 281



TEAL  
PMS 320



PURPLE  
PMS 266

We use the PANTONE MATCHING SYSTEM® whenever possible; however, colors may vary slightly when printed on actual playing card paper stock.



STANDARD INDEX (SI)



ENHANCED IMAGE TECH-ART (EITB)



ENHANCED IMAGE (EIRB)



STANDARD INDEX TECH-ART (TA2)

ARISTOCRAT® BRAND PLAYING CARDS CANNOT INCLUDE CODES FOR USE WITH SHOE.

## PIT-FRIENDLY PACKAGING



TUCK CASE  
COLORS  
AVAILABLE:  
RED  
BLUE  
BLACK  
WHITE



6 DECK & 8 DECK  
PRESHUFFLE/SEQUENTIAL



12 DECK CARTON



# KEM PLAYING CARDS

The highest levels of competition demand the highest quality cards. Handcrafted and long lasting, KEM is the card elite poker players prefer.



## MADE FROM CELLULOSE ACETATE

It's a material that requires KEM to employ an intensive handcrafted process. But it's well worth it as it's the only material to offer the qualities that players have come to love and expect.

## UNMATCHED DURABILITY

### **GREATER RESISTANCE TO SCRATCHING**

KEM cards let players leave their mark on the game, not the cards. In laboratory testing KEM Cards are three times more resistant to scratching than the leading PVC card, greatly reducing security concerns.

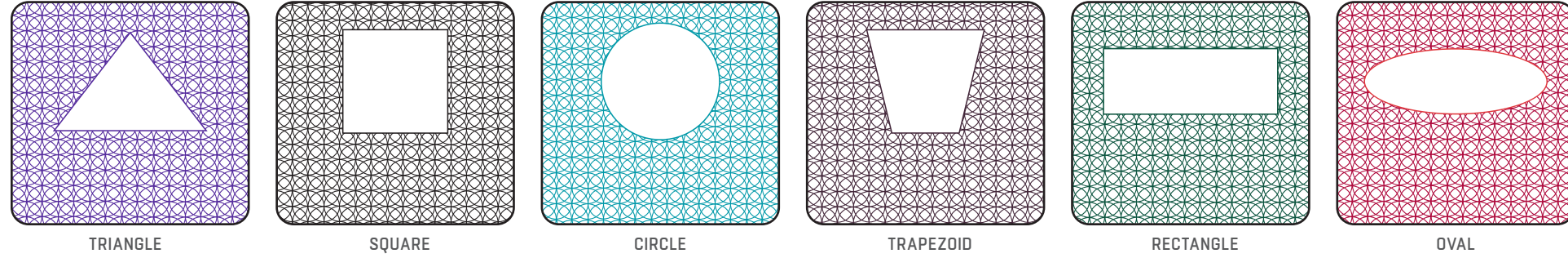
### **STAYING POWER**

KEM cards are long-lasting, and durable enough to withstand many weeks of use. They're also washable and odorless.



# ORDERING KEM BRAND CARDS

## PREFERRED LOGO SHAPES AND FRAMES

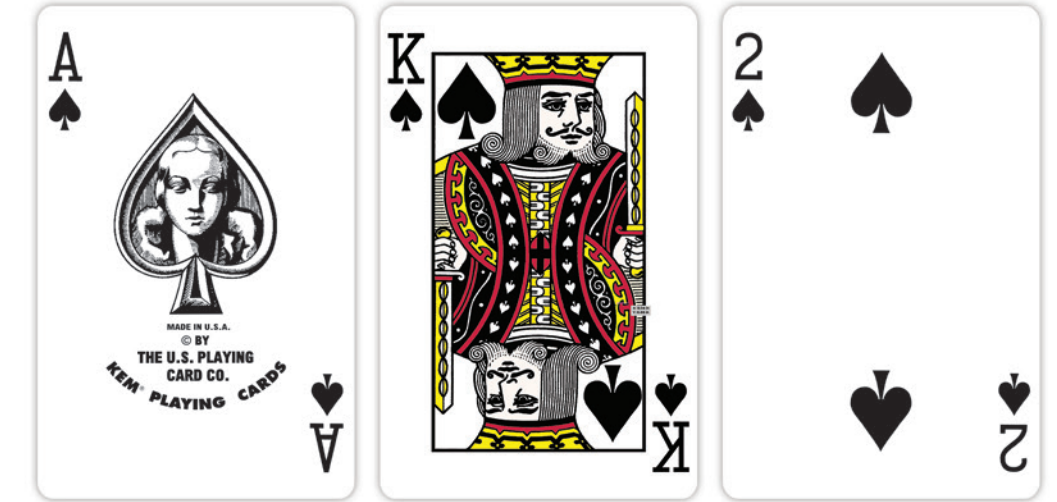


Logo size is generally 1" x 1-3/4" in area;  
Double-ended OR Upper Left/Lower Right positioning

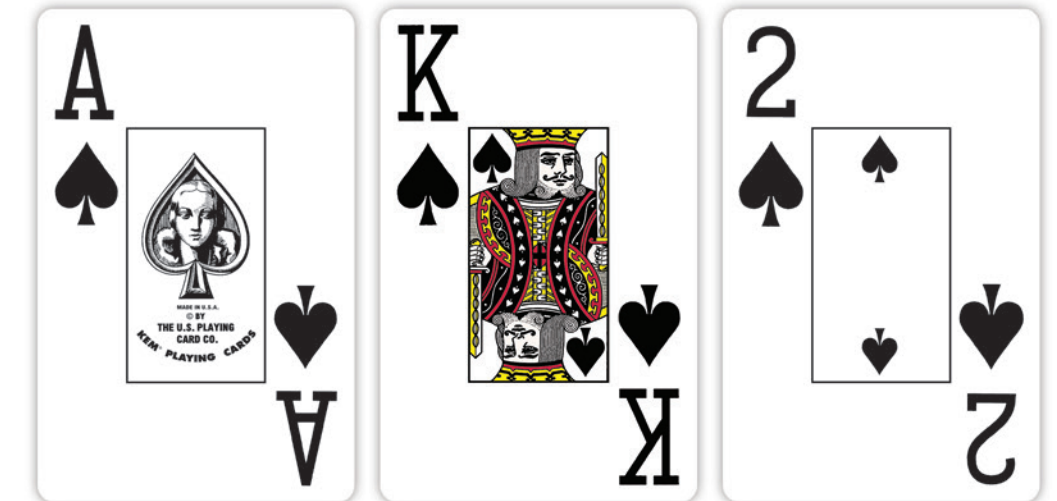
## KEM STANDARD BACK COLORS



## KEM STANDARD FACE STYLES



STANDARD INDEX



JUMBO INDEX





# CONTACT INFORMATION

THE UNITED STATES PLAYING CARD COMPANY

300 Gap Way

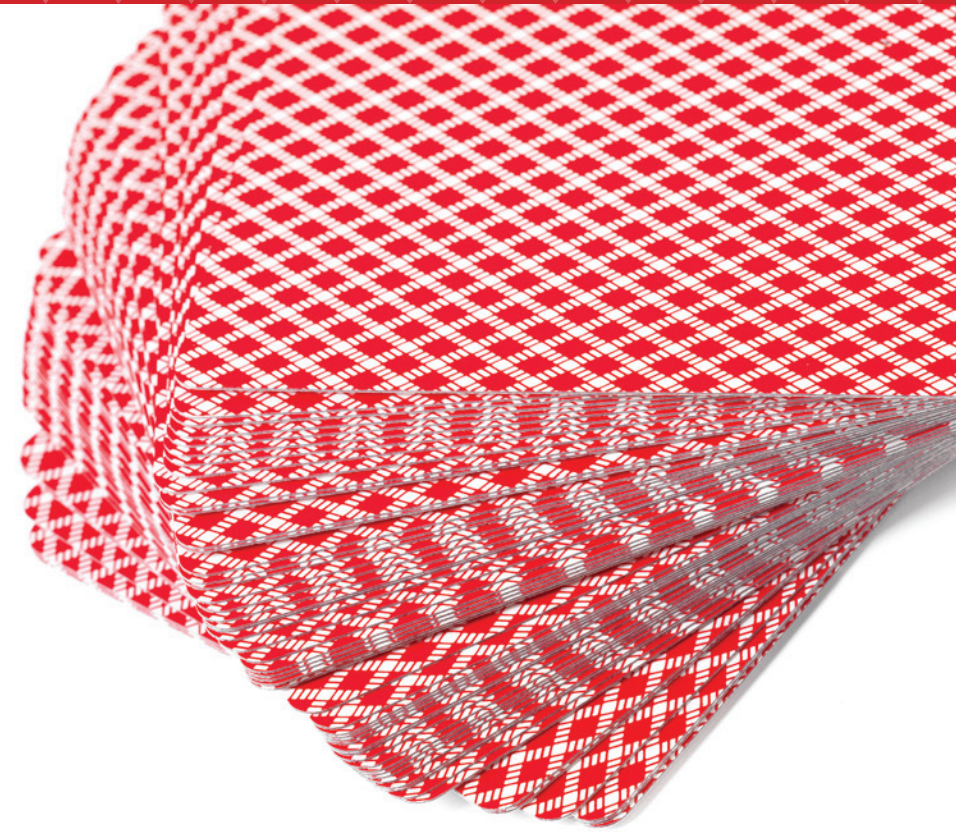
Erlanger, KY 41018

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**The United States  
Playing Card Company**

