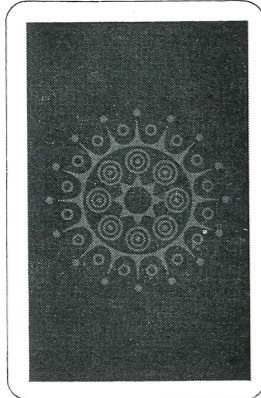
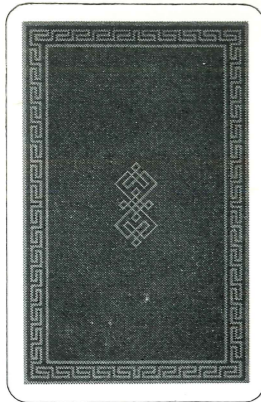


The best selling playing card of Sweden.



Regent



"Obers figure", the typical Swedish figure types.



Comedia

Swedish playing-cards

Playing card for World Bridge Championships in 1970



How to make playing cards

The playing cards which are to be used in the World Bridge Championships in 1970 are manufactured by the Swedish company Esselte Öbergs AB, the foremost manufacturer of playing cards in Scandinavia.

To the Swedish public Öbergs is best known as a manufacturer of playing cards. Since 1902, when Öbergs enlarged its business of office equipment to include playing cards, this has become its most widely known product, though it is only a small part of the total business.

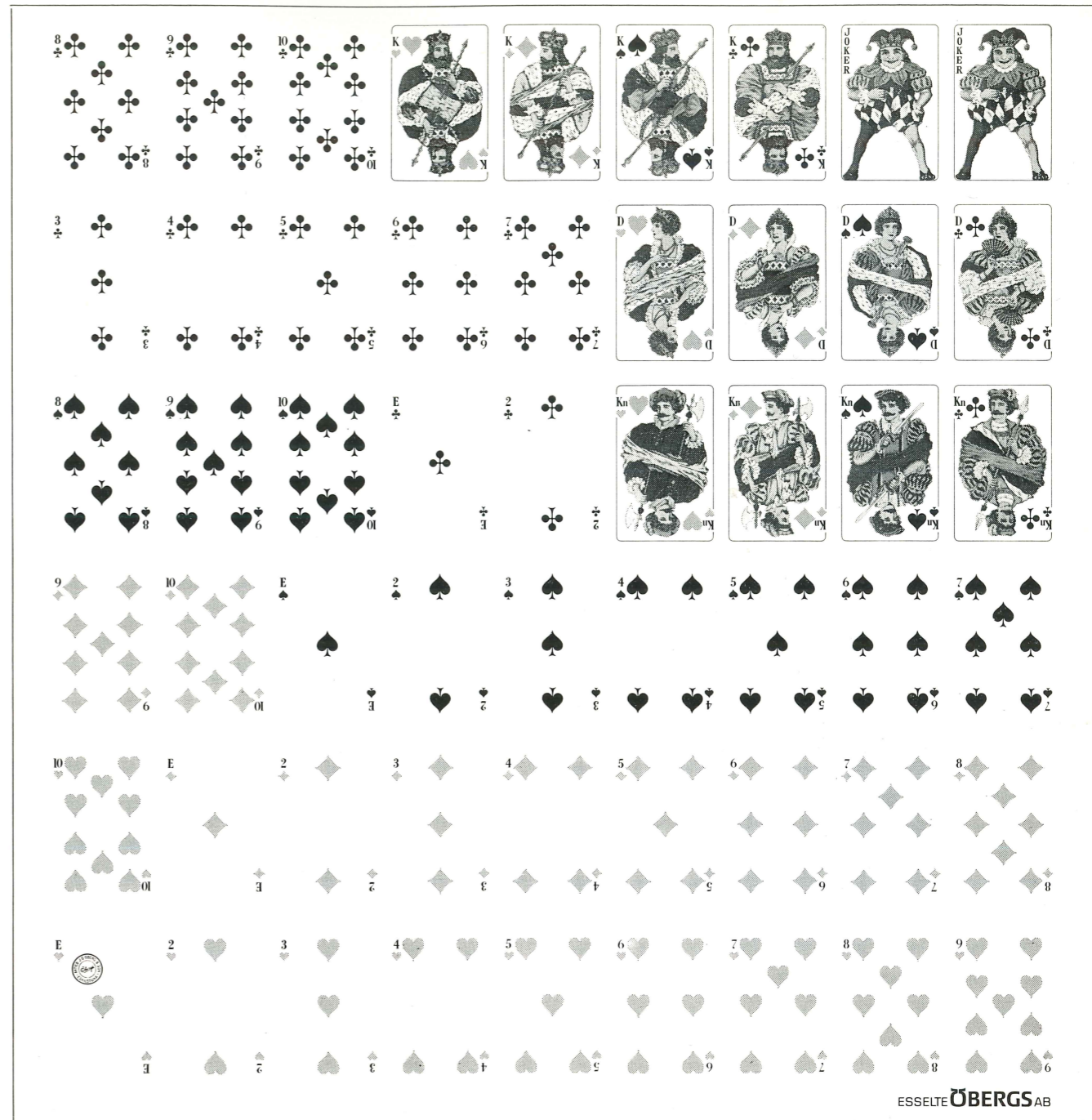
By the time Öbergs started the manufacturing of playing cards, the Swedish people had long since accepted imported cards, mostly with German faces. Soon Öbergs succeeded in getting the card players to accept a different face, which earlier had been found to be very difficult. The Öbergs cards were inspired by the German originals though they had a distinctive character, so that they can be called typically Swedish. During the years they have been slightly modified.

Nowadays Öbergs is the only playing card manufacturer in Sweden and its cards dominate the Swedish market. Card players are conservative, preferring play with "old friends". Since the Öbergs faces were accepted by the public, Sweden has got used to them and dislikes playing with other cards. When Öbergs introduced others, for example the Anglo-

American ones or "Comedia" the idea has not been to try to supercede the traditional figures but to give the discriminating customer a greater selection. The Anglo-American figures are manufactured mostly for international bridge competitions and for export. Öbergs can offer cards with many different backs but the card player is conservative even in this, and prefers an old-time pattern.

The claims as to the durability of Öbergs' playing cards are high. They will last for many shuffles and deals without splintering at the edges. They must slip easily through the hands in the deal and they must be elastic and pleasant to play with. High precision when printing and punching is also important, to eliminate the possibilities of cheating because of wrongly manufactured cards. This demands high-class technical equipment and careful control.

The playing cards are printed on big sheets of high-grade Swedish duplex cardboard in multi-coloured offset. The cardboard consists of two layers and a black interlayer to avoid the possibility of seeing through the cards. A whole pack of cards is printed on each sheet. Cards from different sheets must not be mixed because slight colour differences between the back of the sheets can allow the trained card player to recognise certain cards in the pack.

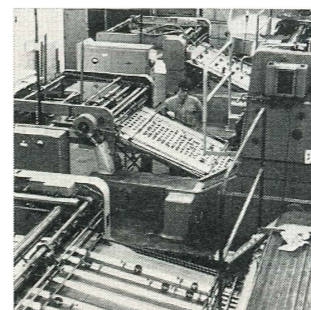


The whole pack is printed on one sheet. This sheet shows the "Obers figures".

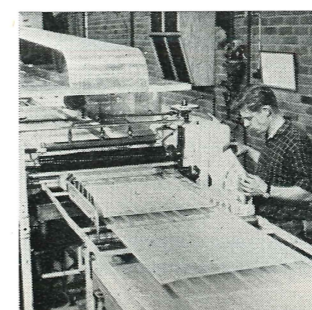
To make the cards durable as well as slippery the sheets are lacquered with plastic. After drying and polishing they are punched into the different cards. When punching it is of great importance that all the cards of the pack have identical backs with straight frames of the same breadth. The machine-punched cards are moved in piles to the bench for manual inspection,

where cards with different colour tints, small flaws, slanting-pressed and bevelled cards are thrown out. The packs are separated, the ace of hearts constituting the distinguishing mark of each new pack. Each pack is then wrapped into cellophane and finally packed into individual boxes.

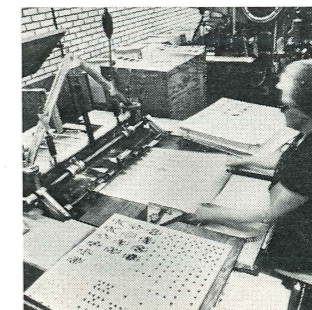
printing



lacquering and polishing



shredding and punching



control

