



CASE STUDY

BLACKPINK

Building the hottest brand in music

Having performed dozens of sold-out shows in front of millions of adoring fans, BLACKPINK was known throughout the music industry as “the biggest girl group in the world.”

Taylor served as a key partner behind the mega-brand by custom printing collectible photo trading cards for BLACKPINK’s massive Born Pink World Tour. Crisply rendered in G7® certified color with Taylor’s legendary attention to detail, the trading cards gave fans a tangible, personal way to connect with the group. Both graded and ungraded versions of the cards were later bought and sold by collectors on the secondary market.



FULL-COLOR PRINTING | G7 CERTIFIED COLOR MANAGEMENT