



Dare to be unique by getting  
a unique **banking card** with  
**Gemalto**



# Standard Card Body

Our experts to guide you...



Get the wow effect with innovative plastics. Gemalto's card body range enables you to create vibrant and unique designs.



# ADVANCED CARD BODY

...COLOR YOUR WALLET



## COLORED CORE

Get a slice of Colored Core, the cutting edge of card design technology. With a large choice of colors, this feature is the smart way of ensuring your card stands out from the crowd.

...COLOR  
YOUR WALLET



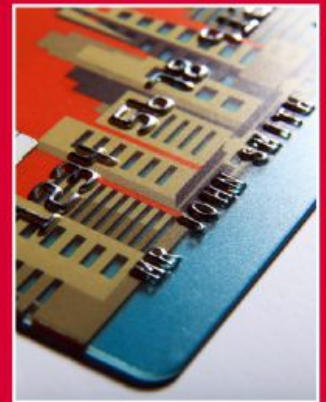
...LUXURY AT YOUR  
FINGERTIPS



...TAKE A STEP  
FORWARD



...CLARIFY  
YOUR BRAND





# Artwork Services

Your artwork... Our experts will guide you...



With our Artwork Services, everyone can show their personality. Make spending money and banking more fun and personal!



# VISUAL: FINISHING OPTIONS

...FEEL THE DIFFERENCE



## TACTILE VARNISH

A special varnish that brings your design to life. Perfect for highlighting a detail or a logo.

...FEEL THE DIFFERENCE



...GIVE DEPTH TO YOUR CARD



...DRESS UP YOUR CARD



...MAKE YOUR WALLET SHINE



...BRING YOUR CARD TO LIFE



...SPARKLING NEW BRANDING



...STAND OUT FROM THE CROWD



...SHOW YOUR TRUE COLORS



...PROTECTING





# Artwork Services

Generate additional revenue by driving choice, uniqueness and creative designs to your customers!



## AllAboutMe

To design a payment card with the photo of your choice is as easy as ABC...



## CARD DESIGNER

Advanced online solution, centralizing & facilitating the creation of card designs for any size issuer.



## SAMPLE CARD SERVICE

Fast sample card issuance for your creative design validation.







# AllAboutMe,

## put a customized picture on your payment card!

1

CONSUMER USES  
THEIR FAVORITE  
PHOTO **TO CREATE**  
**A PAYMENT CARD!**

2



Online **Designer** interface for  
consumer to design card  
(on PC, mobile, tablet)

3



Customised cards printed  
using edge to edge **Digital**  
**Printing** on premises

## AllAboutMe, THE VISUAL THE CONSUMER WANTS



# Card Designer



**Expert solution for issuers to simplify the creation of artwork designs & manage their card stock!**

- > Simplify the process
- > Cost flow optimization
- > Quicker time to market

**REDUCE** complex, laborious and manual processes to create and manage your card designs

**EMPOWER** your corporate & Co-brand clients, connect seamlessly to produce large or small batch runs

DESIGNS



DESIGNS FOR BANKING CARD



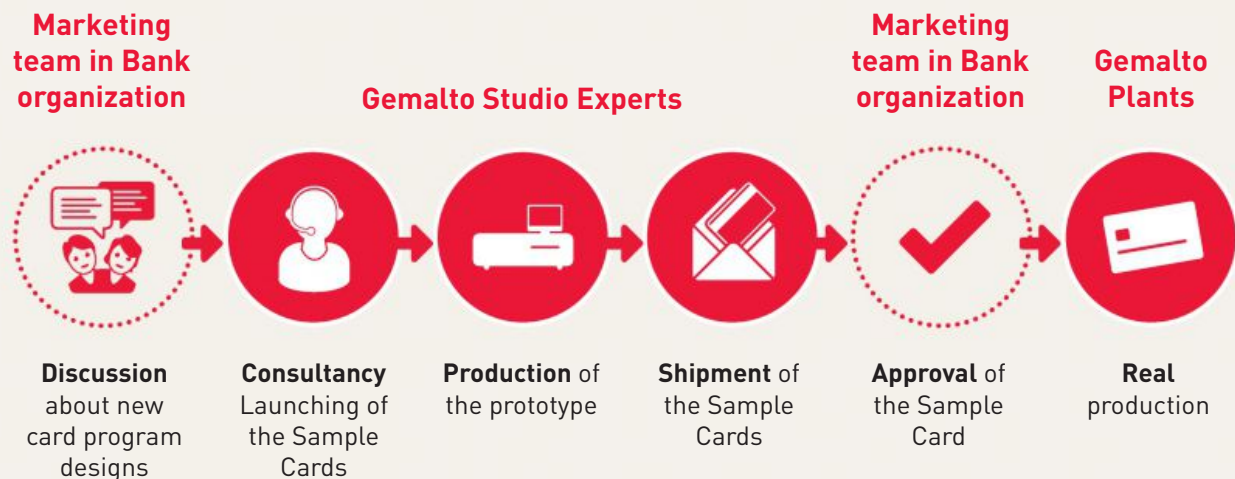
# Sample Card Service



**Gemalto Sample Card Service frees designers from the need to 'play safe', and that means more creative designs for users to enjoy.**

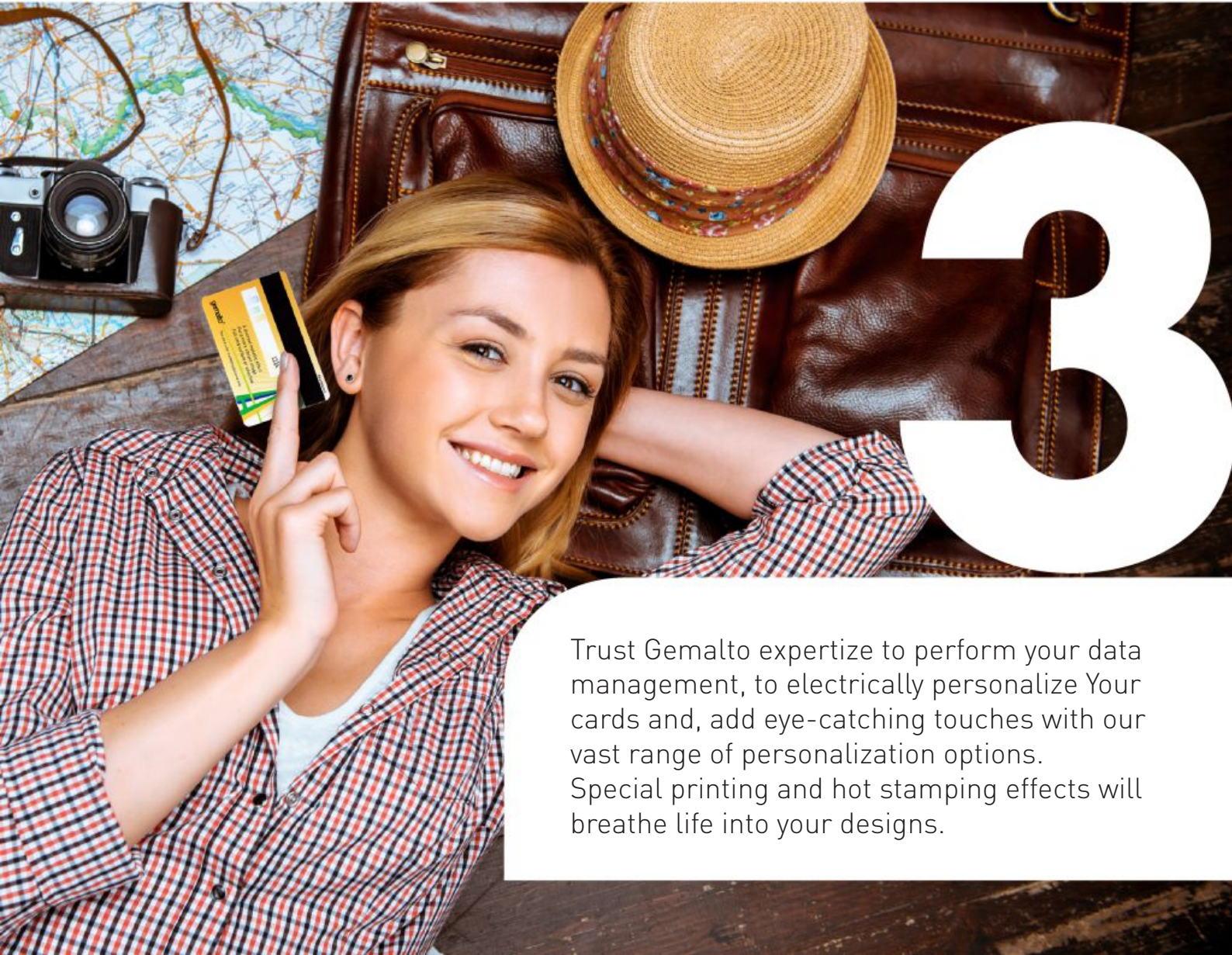
- > Uses **innovative technologies** that shortens the time to realistic samples from weeks to days!
- > Bank marketing team can request **prototype cards** which directly uses our exotic plastics and effects for a better appreciation and validation of the new designs!

## TAKING THE BREAKS OFF CREATIVE DESIGN



# Personalization Services

Our experts to guide you...



Trust Gemalto expertise to perform your data management, to electrically personalize Your cards and, add eye-catching touches with our vast range of personalization options. Special printing and hot stamping effects will breathe life into your designs.

# Gemalto Personalization Services



Let yourself be guided by our expertise in personalization services. We take care of everything to deliver you a simple turnkey solution!

- > Easy management
- > Security
- > Reactivity
- > Flexibility

GEMALTO DOES IT ALL: A TRUSTED END-TO-END PERSONALIZATION SERVICE PARTNER

**DEFINITION**



**PREPARATION**



**EXECUTION**





# GRAPHICAL PERSONALIZATION

## EMBOSSING



Delivers an elegant finish and tactile feel to the card with a golden or silver topping.

EMBOSSING



INDENT



ULTRA GRAPHIC/  
THERMAL  
TRANSFER



LASER



DROP ON  
DEMAND



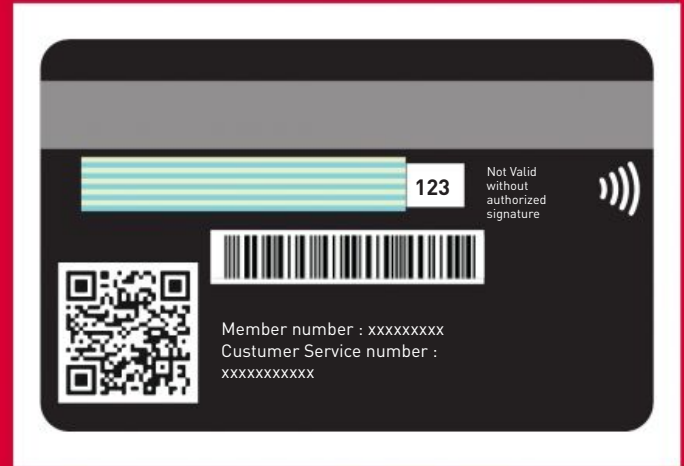
# PERSONALIZATION OPTIONS

## MAGSTRIPE PRINTING



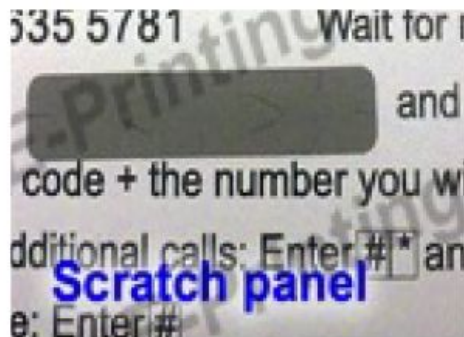
A smart way of using space to communicate, using black or silver text.

## QR CODE



Share key messages or rewards with your consumers.

## SCRATCH PANEL



To reveal private information only to the end consumer.

## PHOTO PRINTING



Leverage on Gemalto extensive experience in managing photo personalization thanks to our experience in Banking, Public Sector & Transport segments.

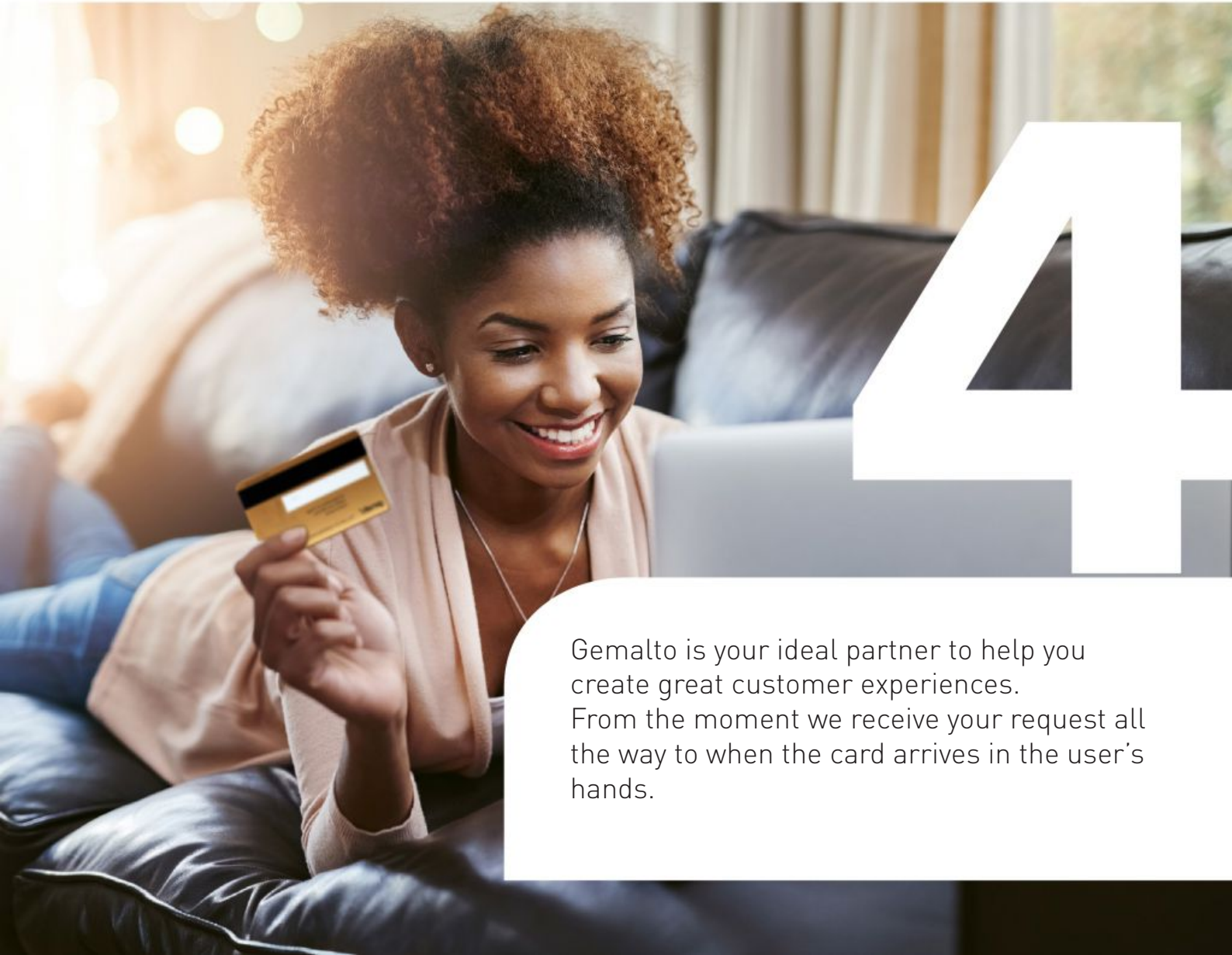
## ACTIVATION LABEL



Standard activation labels can be applied on the front of the cards. This sticker can be used to display security recommendation or the next steps for card activation.

# Packaging & Fulfillment

Our experts to guide you...



Gemalto is your ideal partner to help you create great customer experiences. From the moment we receive your request all the way to when the card arrives in the user's hands.



# Packaging & Fulfillment



## COLOR CARD CARRIER

To design and print for each cardholder his / her own card carrier.



## INNOVATIVE PACKAGING

When innovative packaging solutions make the difference.



# COLOR CARD CARRIER



Make the difference by designing a customized card carrier

# INNOVATIVE PACKAGING



## ANTI-RADIO FREQUENCY RANGE



**SLEEVE**



**CARD HOLDER**



**PAPER FOIL &  
PAPER INSERT**



**WALLET**

## PLASTIC, LEATHER AND POCKET WALLETS



**LEATHER**



**SIMULATED LEATHER**



**PLASTIC**

## DIGIBOOK XS, CLICK CARD AND CARDBOARD ENVELOPES



**DIGIBOOK XS**



**CLICK CARD**



**CARDBOARD ENVELOPES**



# INNOVATIVE PACKAGING

## SLIDE PACK



## MINI WALLET



## CARD FOLDER



## DIGIBOOK CD



## CARDBOARD PACKS



# INNOVATIVE PACKAGING

## VIP PACKS



## PREMIUM PACKS



# Thank you!

## Banking & Payment

The world of financial services is changing fast, and consumers are looking for ever more personalized, convenient, yet secure ways of paying, communicating and interacting with their banks. Gemalto offers a wide range of solutions to meet and exceed these demands.

[gemalto.com/financial](https://www.gemalto.com/financial)

▶ [Contact us](#)

**gemalto**<sup>★</sup>  
security to be free