



## The Technology of Possibility

Complete Card Management Solutions

# Event and Promotion Cards

## The Event and Promotion Card

A printed card is an ideal tool to enhance your offering and add value to your event or promotion for both you and your customers.

Cardtec is able to offer highly personalised event and promotional cards as part of its card product portfolio, driven by the capabilities of the state of the art digital presses and card manufacture.

Digital print from Cardtec enables each card to be printed with a unique personalised message, enhancing the value of the card to both the issuer and cardholder.

### The benefits of a printed card:

- A highly personalised tool, with the ability to hold unique messages
- Encouraging greater customer acquisition
- Cost effective card production - short to medium print runs. It's our forte!
- Ability to run test marketing and seasonal promotions
- A secure and durable card
- Superb quality digital print in 4 or 6 colours

- Improve brand and corporate image
- Enables access control, while giving restrictions to suit your needs
- Can be an incentive, gifting, competition and discount offering tool
- The ability to track usage through integrating a card technology
- A memento for major events

At Cardtec we understand that most events and promotions are one-off or small-targeted campaigns, which is why digital print is an excellent choice for producing such cards. Digital print is ideally suited for highly personalised cards, produced in small to medium print runs. So you can now make use of this unique marketing tool for your event, seasonal promotion, targeted campaign or that simple test marketing programme to give your event and promotion the edge over your competitors.

Cardtec will make your card truly unique, putting your event or promotion at the forefront with your customers.





## The Technology of Possibility

Complete Card Management Solutions

### The Event and Promotion Card

Using a printed card from Cardtec for an event or within a promotional campaign provides you with numerous options to add value, from gaining customer information to having a tool to communicate and add value for your customer.

What better way to invite your customer to be part of your brand than to give them a card which has a message that is uniquely personalised to them?

#### Events

Providing a card at an event should not just be as an entry ticket. For a major sporting or celebration event a card can be a memento of the day. The card, with the use of one of the various card technologies, can also be a tool to enable entry to certain areas or gain entitlements such as beverages, food, discounts or gifts simply by presenting the card. This in turn will give you tracking information about your guests providing you with the market intelligence for future events.

#### Promotions

A printed promotional card, using one of the various card technologies, can enable you to gain valuable information and interact with your target audience. It can become a tool to use as part of a competition, or a way of providing an incentive, discount or funds to use in store or online to work with the promotion of your brand.

Giving a card, whether it is for an event or as part of a promotion, has the advantage that it can be used again. So once you have made the initial contact with your customer the printed card enables you to communicate with your customers again and again, reinforcing your brand and gaining repeat business.



#### The Technology of Possibility

To understand more and enable Cardtec to assist in the success of your event or promotion, contact us now. Queens Lane, Mold, Flintshire CH7 1JR

**Tel:** +44 (0)1352 758444 **Fax:** +44 (0)1352 752065 **Email:** [cardtec@payne-security.com](mailto:cardtec@payne-security.com) **www.payne-security.com**

Cardtec: Complete Card Management Solutions from Payne Security.

