



The Technology of Possibility

Complete Card Management Solutions

Loyalty and Membership Cards

The Loyalty Card

The loyalty card provides an ideal tool to support your loyalty programme, providing the key to identifying spending patterns and communicating with your customers. Cardtec is able to offer highly personalised loyalty 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.

As an issuer you benefit from:

- Highly personalised cards for greater brand interaction with your cardholders
- Encouraging greater customer acquisition
- Cost effective card production - short to medium print runs. It's our forte!
- Can be loaded with an incentive, gift, discount or even used within a competition
- The ability to track usage, integrating one of the available card technologies

- Ability to run test marketing and seasonal promotions
- A secure and durable card
- Superb quality digital print in 4 or 6 colours
- A complete fulfilment service

Customers and cardholders benefit from:

- A highly personalised loyalty card - unique to the cardholder
- Easily stored in a purse or wallet
- A secure and durable card
- Mailed direct to their door

With digital print capabilities and complete fulfilment service Cardtec is equipped to produce highly personalised cards, in small to medium print run quantities, which can carry unique messages that are targeted to suit your cardholders. Cardtec can make your loyalty card an ideal marketing tool and assist you with maintaining the necessary communication with our fulfilment service, keeping your brand at the forefront of your customers mind.



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The Membership Card

Many organisations have a need to provide their members with some form of identification, to ensure non-members do not gain entry or benefits that they are not entitled to and it gives members a sense of belonging. What better way to do this than providing your member with a membership card. The card is a convenient size that can be carried in a wallet or purse and holds all the necessary personalised details of the member and useful contact numbers of the organisation.

Cardtec from Payne Security has been at the forefront of personal ID card manufacture for over 30 years. It is with this established background, wealth of knowledge and expertise that Cardtec has the capability to offer an extensive range of card solutions for your membership scheme.

With the benefit of digital print, Cardtec can produce highly personalised cards complete with photo ID, in small print quantities to suit any size membership. This, coupled with Cardtec's fulfilment service from its secure manufacturing facility, ensures membership cards can be produced and mailed direct to your members, quickly easily and cost effectively.

As an issuer you benefit from:

- Highly personalised cards for greater brand interaction with your cardholders
- Encouraging greater member acquisition
- Cost effective card production - short to medium print runs. It's our forte!
- Access control and cashless vending
- Can be loaded with an incentive, gift, discount or even used within a competition
- The ability to track usage, using one of the available card technologies

- A secure and durable card
- Superb quality digital print in 4 or 6 colours
- A complete fulfilment service

Customers and cardholders benefit from:

- Validates and adds value to membership with a high quality personalised card
- Easily stored in a purse or wallet
- A secure and durable card
- Mailed direct to their door

Cardtec will make your membership card truly unique, putting your brand at the forefront with your members.



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

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Cardtec: Complete Card Management Solutions from Payne Security.

