Gemalto has designed its **on-demand color printing solution** to give issuers the flexibility of printing the whole of their card carrier, including logo, text, images etc., at the personalization stage meaning that from now only virgin white paper is requested as stock.
Marketing benefits

Today, communications are becoming ultra-personalized. So sending the same carrier to every cardholder receiving the same product means the issuer isn’t making the most of their valuable customer knowledge and engaging with them to establish a very personal relationship.

Thanks to on-demand color carrier printing, you will be able to send a dedicated carrier with personalized messages to each of your cardholders. For example, you can send them a message from their bank branch manager, indicate the closest ATM on a map and promote relevant events. Knowing their purchasing habits means you will also be able to partner with brands and accurately target specific products at the right customers.

Operational benefits

Using preprinted support communications with text, logos and images that can’t be changed can be a real problem for issuers. It means:

> producing as many stocks of different preprinted carriers as you have different templates.
> managing this stock
> scrapping obsolete stock
> risking shortages which can critically delay final delivery to cardholders
> waiting for new carrier stock reception in case any updates are needed, which can damage last-minute or specific event campaigns.

On-demand card carrier printing allows you to get rid of these operational risks and drawbacks.

What can you personalize?

Thanks to on-demand color card carrier printing, issuers can print customer-specific carriers that reflect their knowledge of the end user.

> Personalized text
  Text can be written using specific fonts selected at the start of the project.

> Specific images
  • Chosen from a predefined gallery
  • Or a personal customer’s picture that would be transferred simultaneously with the personalization data file.

A full-service offer

Thanks to our dedicated carrier designer web interface, you can easily and efficiently create, modify, store and exchange your carrier template with Gemalto services.