Prepaid Card Packaging
Secure and attractive packaging solution for pre-paid cards

Gemalto provides an efficient, fast and flexible packaging service for your prepaid cards at its own facility, with all the security required for open loop prepaid cards.
Prepaid Card Packaging

Service
The prepaid market offers many opportunities for you to improve your branding, add value to your business and give your customers what they want. It’s fast-expanding with an estimated 127 billion euros set to be loaded on prepaid cards globally by 2017. With fast payback, the opportunity to provide an easy-to-use substitute for cash and access to instant profits – as well as a chance to increase revenue by an average of 10 to 20 euros per customer – you’ll want to make sure that your prepaid scheme delivers results.

Gemalto holds the key
The massive prepaid market is changing the way we make everyday payments. There’s a vast range of options, from sales vouchers to prepaid mobile cards and from meal coupons to rewards and rebates. There are also cards aimed at young people and those that permit travel, give the unbanked access to banking facilities, and enable access to government and corporate benefits. Last but not least are the increasingly popular prepaid cards that are already available in most major retail outlets.

These represent a real opportunity for your business to build its brand – and increase revenue! For example, consumers who receive a 20 euro gift card tend to use it to buy something that costs more, giving you a real opportunity to boost your bottom line.

Unlike regular payment cards, prepaid cards are distributed in retail outlets, so there are specific security, design and delivery requirements. For example, attractive designs are needed, as well as fast and flexible delivery, responsive logistics and the ability to produce the cards in huge volumes as well as in small batches.

Gemalto has the solution, with its end-to-end prepaid card packaging system which is tailored to your needs and offers full service mass production. This includes automatic fulfilment handling for a range of packaging; insertion of leaflets and cards; personalized serial number and bar code printing on the outside of the packaging and PIN code inside.

It’s essential to have the right partner so you can capitalize on this fast-developing market. Only Gemalto offers an automatic end-to-end solution, from card creation to delivery of the finished item at your point of sale (POS).

This covers everything from personalizing cards to using your artwork to produce the packaging, and from fulfilment to delivery to the POS. Our Studio services can also provide you with support for your artwork.

You can have your own logo printed on the cards providing you with a valuable opportunity to raise awareness of your brand whenever your customers open their wallets. Plus, if you are running a special promotion or event, they can be designed and printed to suit your needs. Additionally, they provide a fantastic opportunity to get together with other merchants and share costs by co-branding and delivering added-value promotions.

Gemalto complies with all Visa, MasterCard and American Express requirements for tamperproof closing, and also provides a certified EMV environment for open loop cards. We use high-quality materials and provide precision fulfilment in areas such as insert positioning, printing and gluing up to a tolerance of +/- 0.5mm. We also offer optical character recognition (OCR) facilities and provide specific diverter and operator controls to control rejects.

Flexibility is at the heart of what we offer. We have the ability to handle huge packaging batches of 1 million per month. We can deal with a range of prepaid card formats and features from a minimum size of 90 x 60mm to a maximum of 240 x 150mm; from one to three folds; and packaging materials ranging from 90g/m² to 350g/m².

Our end-to-end solution is designed to ensure you get a prepaid card format that’s right for your target market and benefits your business – regardless of the number you need.