Personalization enables the enhancement of that all-important interaction between the customer and their bank. Why not strengthen customer loyalty by card customization.
Customer expectations
The trend for issuers is towards more and more payment card differentiation. Card holders prefer a slim and visibly attractive means of payment.

Issuers have had to up their customization game to deal with their need to improve customer acquisition and retention. Offering highly personalized cards also means they can strengthen their relationship with their customers.

Personalization enables the enhancement of that all-important interaction between the customer and their bank, Customer loyalty is strengthened by card customization.

Gemalto Personalization Services
World leader in digital security and among the worldwide leaders in card production, Gemalto is committed to innovation, especially in personalization. Gemalto provides many printing technologies: Embossing, Indent, Thermal Transfer, Laser and now Drop on Demand (inkjet).

Drop on Demand is now more than just a concept: it’s offered as standard with a wide range of options. This printing technology offers high-quality and numerous customization possibilities for both sides of a card.

Complete Drop on Demand (DoD) Solution
Drop on Demand offer numerous customization options:
- Personal data (PAN, name, number...)
- Image – logo or photo, B&W or CMYK color,
- Double-sided printing,
- 2D and 3D bar codes,
- Digitalized signature replaces signature panel,
- Tactile textured effects,
- Color printing of all text with sensitive cool relief of the letters, but thinner than embossing,
- Rich and permanent printing.

- High Performance Production – The new production process enables fast throughput of huge volumes – currently about 4,000 units per hour. It also has other advantages, including a better quality than thermal printing and faster initialization. DoD is also compatible with all support materials: PC, PET, PVC and paper.

- High Durability – DoD-printed cards are more durable and resistant to abrasion than those produced by other printing techniques. Tests show a superior end quality, wear-resistance and, more important mean an additional overlay is not needed to protect the card.
- High Personalization Response – The methods and new technologies developed for DoD printing enable Gemalto to offer a highly flexible and responsive service, which allows modifications to be made without disrupting the production cycle.
- Multiple Combinations – The card can be personalized with a wide range of data: name, validity date, serial number, color or B&W image, signature, barcode. All of these features can be printed during the personalization phase.
- Flat Card – With high-quality print – up to 1,200dpi – the card is much flatter than an embossed one, with a slightly raised 3D effect.

The Go-to Solution of the Future
DoD provides a high-quality, comprehensive and fast solution for the full personalization of any payment product.