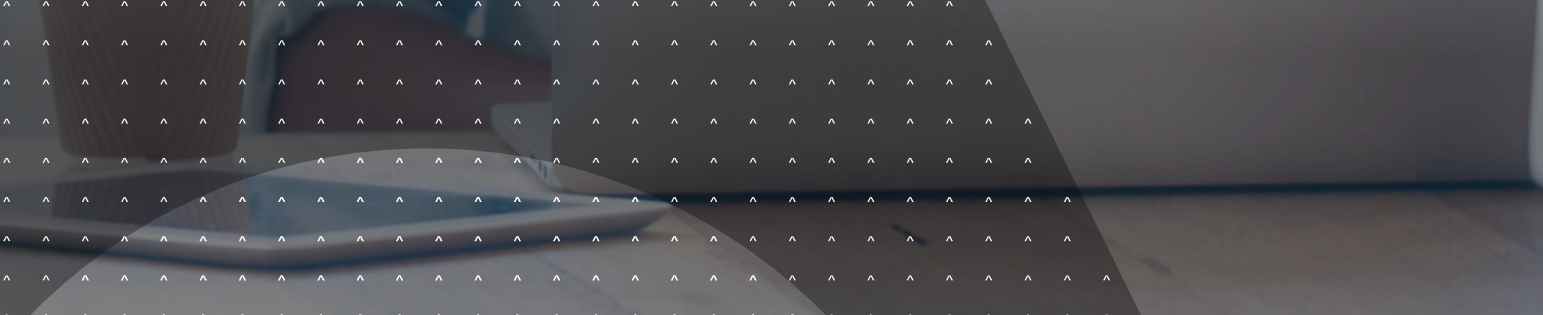**THALES**

Building a future we can all trust

Thales Gemalto
Sample Card

Taking the brakes off creative card design

Thales Gemalto Sample Card
Taking the brakes off creative card design

The design of any card - whether credit, debit, loyalty, special event, gift or access card - provides crucial support for the issuer's brand. Thanks to modern plastics and special effects like transparent cards, foils and metallic effects, opportunities for creative card design have never been greater.

Designers are full of ideas for eye-catching artwork to ensure their new card wins a place at the front of the wallet - the problem comes, when they need to test those great new designs.

Thales Gemalto Sample Card frees designers from the need to "play safe", and that means more creative designs for users to enjoy.

Thales Gemalto Sample Card service

Gemalto Sample Card uses an innovative card production technology that shortens the time to realistic sample from weeks to days. The whole process is smooth and streamlined, right down to sample shipment by express courier.

Using Gemalto Sample Card, Issuers can test the effects of subtle artwork changes that they simply could not justify testing with traditional production processes. They can try out new combinations of artwork, plastics and effects.

The only real difference between the sample card and the digital proof is that the secure logos will include the word "specimen".

This new fast-track process also eliminates a major risk inherent in simply approving artwork: Issuers have the benefit of access to Thales design and production experts in reviewing and validating the design prior to sample production, so the Issuer can be confident that the card is compliant with the latest standards, and is suitable for manufacture.

Your benefits:

▌ **Confirm and validate** eye-catching creative card artworks to be top of the wallet of your cardholders!

▌ **Work on attractive new designs** using modern plastics and special effects

▌ Execute your most imaginative designs with real **prototype samples**

▌ **Fast issuance and approval processes** of new card designs

What makes it different...

▌ **Releases creativity** - Test your new designs swiftly and with no limit of revisions!

▌ **Speeds time to market** - Cheaper and faster compared to the traditional press-proof

▌ **Reduces risk** - Brings more confidence to validate prototype cards against paper proof or digital proof

▌ **Brings peace of mind** - Trust in our Thales production experts to advice and validate your new card designs for real production

Have your samples issued in **less than 5 days!***

Marketing team in Bank organization		**Thales Studio Experts**		**Marketing team in Bank organization**	**Thales Plants**
Discussion about new card program designs	**Launching** of the Gemalto Sample Card	**Production** of the prototype	**Shipment** of the Gemalto Sample Card	**Approval** of the Gemalto Sample Card	**Real** production

* Does not include transport and applies for standard plastic + CMYK colors

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