



Thales Gemalto Metal Card Portfolio

Satisfy your customer's desire for style and sophistication



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Thales Gemalto Metal Card portfolio : Premium cards designed to show your cardholders just how much your brand value them

Metal cards have become a status symbol in many countries. Now offered widely by banks and fintechs, they are associated with top-of-the-line, high-value services and are seen as a reflection of **financial and social success**.

No surprise then that the popularity of metal credit cards has skyrocketed in various segments, notably among **the wealthy**, those looking to make an impression and **millennials** who seek objects that reflect their lifestyles.



Curve Metal, UK

A recent survey by Edgar, Dunn & Company involving **18,000 consumers in 18 markets** around the globe revealed that:

- **58% of respondents** see metal cards as a differentiator
- Of these **50% say they would leave their bank** for another that offered a metal payment card
- **75% of affluent consumers** and **73% of millennials** would prefer a metal card to a plastic one offering equivalent benefits and rewards.

From full metal cards to cards combining plastic and metal-based materials, **discover the complete Thales Gemalto portfolio of metal cards** designed to meet any customer need and fit any segment, from ultra-high-net-worth individuals to mass affluent consumers.

Thales Gemalto Metal Card portfolio in a nutshell:

	WITH OUR PARTNER			IN HOUSE		
	FULL	HYBRID	VENEER	COMPACT	EDGE	EASY
	Contact only	Contact DI	Contact DI	Contact DI	Contact DI	Contact DI
Structure	Stainless steel	Stainless steel & PVC	Stainless steel & PVC	Tungsten & PVC	Stainless steel & PVC	Stainless steel & PVC
EMV	✗	✓ (under waiver)	✓ (under waiver)	✓	✓	✓
Weight	28 grams	21grams 16grams	16 grams	18 grams	12.5 grams	10.5 grams
Noise	Metallic	Metallic Muffled	Muffled	Muffled	Muffled	Muffled
Metal on the edge	✓	✓	✓	✗	✓	✗
Metal on faces	++++ Front & back fully metal + Engraving	+++ Front fully metal + Engraving	++ Engraving	+ Simulated with foil	+ Simulated with foil	+ Simulated with foil
Price	\$\$\$\$\$\$	\$\$\$\$\$	\$\$\$\$	\$\$\$	\$\$	\$
Target	Ultra High Net Worth*	Ultra High Net Worth & High Net Worth	High Net Worth & Top Affluent	Top Affluent & Mass Affluent	Top Affluent & Mass Affluent	Mass Affluent

All Thales Gemalto metal cards are EMV chip-compatible.

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Full Metal Card

- | 28 grams
- | Contact only
- | Solid metal, edge to edge, front and back
- | Luxury embellishments available on the front: mechanical engraving, gold plating, embedding of diamonds and Swarovski crystals

The Thales Gemalto Full Metal Card delivers the ultimate in **payment card elegance, power and exclusivity**. Its solid metal body is eye-catching and **its weight is unlike** anything your cardholders will have ever experienced before.

Its metal surface and mechanically engraved elements make it a **striking flagship for your brand values** and an exclusive new



experience that you'll want to offer to your ultra-high-net-worth customers.

Hybrid Metal Card

- | 21 grams for contact, 16 grams for contactless
- | Contactless capable
- | Metal front, PVC back
- | Luxury embellishments available on the front: mechanical engraving, ceramic coating, gold plating, embedding of diamonds and Swarovski crystals

The Hybrid Metal card offers all the **great design features and values of the Full Metal Card** plus a smart way to **add contactless** payment using a card back made of PVC.

The striking metal front shouts **quality and status**, while the weight clearly gives it a **luxury feel**. Your artwork and engraved logos will be showcased like never before. The card's PVC back



in no way compromises its metal look and feel, meaning that it still delivers the **wow effect** that your most valuable customers are seeking.

Veneer Metal Card

- | 16 grams
- | Contactless capable
- | Metal front embellished with a special varnish, PVC back
- | Color printing and mechanical engraving available for flexible designs
- | Tailored for large deployments

With its **stainless-steel core**, a range of **printing techniques available for its front**, and a PVC layer on its back making it **contactless capable**, the Veneer Metal Card is a superb demonstration that top technologies can coexist with excellence in design.

The Veneer Metal Card has a **distinctive metallic touch and feel**, courtesy of the 'cold touch' metal on its surface and the visible metal on its edges as well as on the mechanically engraved logos.



It offers a huge number of **design possibilities in terms of colors, patterns, engraving features and texture**, making it a favorite with innovative banks looking to create a buzz.

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Compact Metal Core Card

- 18 grams
- Contactless capable and fully certified by payment schemes
- Heavyweight tungsten core encapsulated in a PVC shell
- Various printing techniques and options for flexible designs
- Tailored for large deployments

When **weight is key to your offering**, take a look at the Thales Gemalto Compact Metal Card. Weighing an impressive 18 grams, it will make an impression on you the second you pick it up. Combining functional features such as **dual interface** with **innovative printing options**, this elegantly designed card makes no compromises. It is certified by global payment schemes and chosen by issuers worldwide for their key portfolios.



Boost your high-end-to-middle-tier card portfolio with a product that makes a bold statement.

Edge Metal Card

- 12.5 grams
- Contactless capable and fully certified by payment schemes
- A sleek layer of stainless steel combined with PVC, bringing bright metallic edges
- Various printing techniques and options for flexible designs
- Tailored for large deployments

The Thales Gemalto Edge Metal Card is the first product of its type to **offer edge-to-edge metal** and full contactless certification from the major payment schemes. It combines a **stainless-steel core with PVC layers** front and back to deliver the optimal weight for consumers of 12.5 grams.



Its functionality, weight and contactless certification, **plus innovative printing features and elegant metallic edges** combine to create a card that will truly put your brand at the top of your customer's wallet.

Easy Metal Core Card

- 10.5 grams
- Contactless capable and fully certified by all major payment schemes
- Various printing options available for flexible designs
- Sleek, stainless-steel core encapsulated in PVC
- Tailored for large deployments

The Easy Metal Core Card has undoubtedly proven to be the choice for **mass affluent portfolios**. The lightest product in our metal card portfolio, it still weighs in at **10.5 grams** to make it feel noticeably different from any card you've used before. This is a true mainstream card that offers the best option for **mid-tier segmentation and large deployments**.



Delight your customers with a card that's got it all – a **premium feel** courtesy of its discernable weight, full certification from global contactless payments schemes, cost-effectiveness and rich designs. The Easy Metal Core card's potential is virtually unlimited... without compromising on style.

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Why choose Thales?

As a world leader in card tech with a reputation for outstanding quality, Thales, along with its network of partners, can rise to your challenge and accompany you to design a metal card with a **unique look and feel**.

With a solid record of delivering **millions of metal cards since 2017**, Thales has developed a strong industrial capacity and a considerable expertise in producing innovative metal banking cards that shout premium quality, delivering them on budget and to a tight timescale.

Thales's many satisfied customers include **Curve in the UK, Foris in Hong Kong, and Tinkoff in Russia**. Thales has helped fintech **Curve** to ensure the **seamless rollout of its innovative**, premium solution. Meanwhile, **Foris**, the company behind the MCO platform and app, is harnessing the power of Thales metal cards to **differentiate itself from the myriad offerings** being rolled out by other blockchain and cryptocurrency fintechs in Asia, Europe, and North America. Russian digital giant **Tinkoff** also looked to Thales for their **prestigious new Black Metal card** that marries the convenience of contactless payment with the beauty of metal, with the aim of increasing brand loyalty and boosting the appeal of its premium service program.



Tinkoff Black Metal, Russia



Foris MCO, Hong Kong

In the world of payments, innovation is key.

THALES
Building a future we can all trust

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