The Nexi Black metal card in Italy
For VIP customers who desire banking with style

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Banking & Payment Services

Banks are constantly seeking ways of enhancing the banking experience of their customers, especially VIP ones. In a country where luxury is a lifestyle, Italian payment processor and service provider Nexi has selected Thales Gemalto Metal Card product to bring a touch of exclusivity to its new Nexi Black credit card brand.

16g of prestige

Available to selected VIP customers of the credit card company upon invitation only, the Nexi Black card combines the innovation of contactless payment with a classy and minimalist design. Its striking metallic look and feel is accented by its stainless steel core, mechanically etched Nexi and MasterCard logos, and its weight, which at 16g makes it more than three times heavier than a standard card. To top it off, a double-coated matte finish gives the card a noticeably sleek and refined look, which reflects the savvy customer base it's designed for, helping to ensure it remains top-of-the-wallet.

A strong symbol to establish Nexi's new positioning in the market

The Nexi brand was founded in November 2017, bringing together the payment activities and services of the companies formerly known as ICBPI and CartaSI. Nexi's mission is to offer and popularize innovative, simpler and more secure payment solutions, with the ultimate aim of becoming the paytech partner for all of Italy's major banks. Having already rolled out a portfolio that includes prepaid, international debit, Nexi, Gold and Platinum card brands, the firm chose to use metal cards for its most prestigious product, the Nexi Black Card , targeted at the bank's highest-end segment. With its launch coming just a few months after its rebranding, this represented a bold move and sent a strong signal to the market that Nexi is committed to establishing a 2.0 payment experience for all its customers.

"Black is the new black" – The package

The striking, cutting-edge design of the Nexi Black card is not its only plus point. It also comes with a comprehensive package of high-level services and a fully integrated digital ecosystem that includes a dedicated mobile payment app and website. All the benefits of the MasterCard World Elite program are supplemented by the dedicated 24/7 assistance of a Personal Planner for customized concierge and travel services, a Priority Pass for access to VIP lounges in airports worldwide, plus various offers for special events such as concerts and exhibitions. Combined with the sophisticated look of the Nexi Black card, this tailor-made package is an undoubted asset in reaching affluent customers in the fiercely competitive Italian banking market.

Nexi in numbers:

- 176 partner banks
- 27 million payment cards in circulation
- 15,000 ATMs
- 400,000 businesses using its bank card services
- 2.7 billion transactions managed every year, totaling 120 billion euros

A collaboration with the biggest Italian banks

As part of the launch of the Nexi Black program near the end of 2017, Nexi organized a large roadshow to promote the new program and associated card to banks in Italy, which was a major success. Today, a dozen major Italian banks have embarked on the program and more and more new partner banks are applying to become part of the adventure. As a result, a dozen different co-branded artwork designs have been created and introduced to the market, bearing the logos of both Nexi and the partner bank.

Thales and Nexi, a winning partnership

Thales provided the card and personalization technology for this premium solution, partnering with pioneering US metal card manufacturer CompoSecure. The rollout of the Nexi payment card built on a long-standing relationship between the two companies. Thanks to this strong bond, Thales is fully in tune with Nexi's operational procedures, enabling it to support the rapid project execution and product delivery that were necessary to ensure the card was rolled out on time.