



Today, when each of us uses at least one plastic card, we can say that they have become an integral part of our everyday lives. Many companies have recognized the plastic card as a quality marketing solution and also as a means to retain and reward customers by offering a kind of discounts and benefits, so their use is very broad as business cards, identification cards, hotel key, membership cards, loyalty cards, gift voucher cards, VIP cards, discount cards, cards for special events.

Whether it's banking, credit, ID or loyalty card basically it is a plastic card on which different technologies are added, security and personalization elements that give the final look of the card. Card personalization is done by different technologies such as dye sublimation, thermal transfer, offset printing, screen printing which together with card lamination increase the resistance to external influences and thus the longevity of prints.

Our cards are of standard dimensions, defined by ISO standard, i.e. 85.60 x 53.98 mm, and considering the content can be divided into three categories:

- o White - standard card thickness of 0.76 mm or 0.50 mm thin
- o Cards with magnetic stripe (HiCO / LOCO)
- o Contactless smart cards (Mifare, EM-4102)

Combining the elements of personalization plastic card gets a unique and distinctive visual identity and also required degree of protection considering the purpose of the card. Cards can be personalized by adding:

- o One or two sided printing in one or more colors
- o Magnetic Stripe
- o Barcode
- o Picture
- o Text or numbers
- o Signature panel

## Plastic cards

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- o Hologram
- o Hot stamping
- o Embossing
- o Chip

For any additional information or questions about the plastic cards contact us at [info@mm-tech.hr](mailto:info@mm-tech.hr)

