

Captivating Effects To Maximize Consumer Stickiness

The banking smartcard is not only a secure digital payment tool, it is also a highly visible branding element for issuers. The card surface is an open canvas ready for a rich variety of issuer brand touches to charm and engage cardholders with. Take advantage of a huge library of printing effects from standard features to specially created finishes.



Thermography / Fresnel Lens / Color PVC

Complement charming and fun designs with 3D printed textured cherries, eyes, fresnel lens (blue eyes), and vibrant background colors.



Nacre / Hot Stamp

Capture the iridescence unique to mother of pearl. Enhancing the already magnificent effect are black and green hot stamped, and varnished details.



Layered Transparency / Color PVC

Featuring metal spectacles and chain decals, fresnel lens eye, tactile inked walking stick and hat on transparent layers over color PVC.



Diffused LED / Metal Decal

When lit, the embedded LED appears to bathe the scene in a gentle glow. The varnished leaves and metal vase decal complete this stylistic effect.



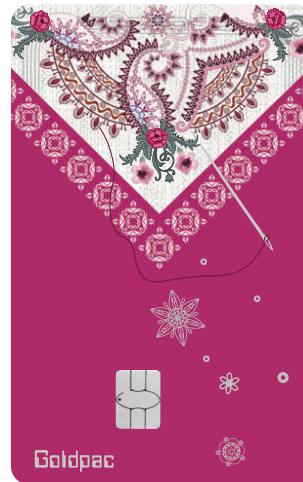
Layered Transparency / Tactile Ink

A sophisticated combination of fresnel lens (left eye), metal monocle and chain decals, tactile inked ears and mouth are completed with a Gemstar processed bowtie.



Lenticular Animation

Bring popular brand characters to life with this delightfully entertaining animation effect. Open up endless branding opportunities with this fun and dynamic feature.



Silk

An exquisite design that shows off the intricacy of the silk fabric. The metal needle decal and the silk screened and varnished stitches truly enhance the overall effect.



Chinese Art Paper

Recreate the splendor of fine Chinese art. The majestic deer is hot stamped onto the scenic depiction and laid over a superb Chinese art paper effect background.



3M Transparency / Rainbow Metal Decal

A stunning transparent multi-layered image with textile inked cap, nose and mouth, fresnel lens eyes, metal snowflake decals and double-sided rainbow metal logo decal.



Woodgrain / Metal Decal / Fresnel Lens

An exquisite combination of wood grain on the comb, sanded gold metal pendent decal and fresnel lens (pearl) effects create this tasteful and luxurious example.



Embroidery

This design combines sanded metal flower decals and 4C process prints, lavish varnish bird prints, and a delicate embroidery crescent to create a beautiful piece of artwork.



Lenticular Depth Of Field

The classic lenticular print reimaged to feature a depth of field effect, creating a richly layered and even more engaging visual display.



LED Strip Light / Beveled Edge

Futuristic-looking beveled edges add an extra dimension to the slick edge LED strip lights. Elevate the card holder experience with this innovative combo effect.



Black Foil / Metal Decal

This striking design is distinctive for the contrast created between the black foil background and combination of pearlescent print and metal feather decal.



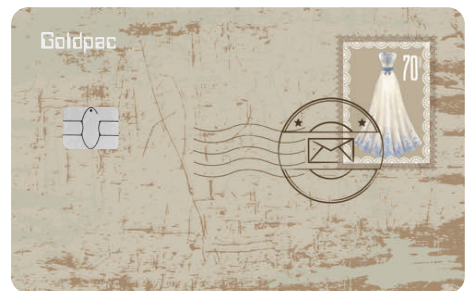
Thermocolor Ink / Hot Stamp

The flowing hair in this artwork features thermally/variable color ink. Cosmos-themed decorations and red and silver hot stamped planet details add drama.



Engraving

The character's delicately engraved lips and yellow winglets produce a lovely contrast to the textures created by the tactile inked wing outline.



Grit Texture

Produce a stimulating sensation with this delicate and premium surface texture effect.