

Levallois Perret, November 27, 2018

Linxens launches new innovative solutions that enhance the power of cards as marketing tools and enable card issuers to keep their brands ‘ahead of the curve’

New colored modules, custom logos on modules and heavy metal inlays developed by Linxens’ R&D labs give cards a stunning new look and feel!

Linxens, a leading technology company providing component-based solutions for security and identification, launches a range of new contact and contactless smart card components designed to enhance the power of cards as unique marketing tools. Among the enticing novelties launched at Trustech 2018 are the heavy PRELAM inlay and new colored modules for contact and contactless cards featuring customized etched logos.

Linxens’ heavy PRELAM inlay, ‘*Heavylam*’, is ideal for making bank cards that “feel” prestigious by – literally – adding weight to the card. As anyone who has handled objects made of gold knows very well, its high density makes objects feel heavy. When it comes to money, weight is intuitively associated with value. This is why Linxens’ metal inlay, which can make a bank card up to five times heavier than a standard PVC card, makes the card holder feel he is carrying something of value. The DIF-compatible inlays are available in customized sheet formats and different color substrates and are compatible with standard card manufacturing processes.

Linxens’ new marketing tools for card issuers do not end here. After using its exclusive know-how in the microconnector industry to launch the first colored modules for cards and thanks to the continuous efforts of its R&D teams, Linxens announces that in addition to red, blue and orange, the modules are now available in purple and white for both contact and contactless cards, which can also be personalized with an etched logo on the surface.

Colored modules give card designers more space for their creativity and card issuers new ways to offer truly unique cards to their clients to make them feel special. By providing cards that truly stand out, companies in the financial services, healthcare, transport and leisure and entertainment sectors and even governments, can elevate their brands above the competition and utilize the card’s full potential as a marketing tool.

Colored modules are available for both 6-pin and 8-pin modules and are offered in flexible batch sizes to meet the needs of a range of different business cases. Thanks to the module packaging services, Linxens becomes a one-stop shop assembly service, combining tape, packaging & OS loading into one product to shorten card manufacturing leadtime.

True to the fact that effective marketing means staying 'ahead of the curve', Linxens provides its clients not just the technological innovations that enhance smart card functionality, but also the innovations that make cards an effective marketing tool and that make brands shine in the eyes of the card holders.

Linxens continues to innovate while guaranteeing the highest quality standards and component reliability that its clients have come to expect and that have contributed to making Linxens the world's number one provider of Microconnectors for smart cards. Its unique attention to the visual aspects and esthetic appeal of the card as a communication tool gain Linxens the position of preferred supplier of solutions supporting the creativity of marketing teams leveraging card products for effective brand communications.

**See Linxens at Trustech on 27-29 November in Cannes, France
Booth# Riviera B 020**

About Linxens

Linxens, a leading technology company providing component-based solutions for security and identification, is a world-class specialist in the design and manufacture of Microconnectors for smart cards and RFID Antennas and Inlays. With over 97 billion Microconnectors and 4 billion RFID Antennas supplied to date, Linxens is the preferred supplier of many of the world's technology pioneers shaping the markets of telecom, transport, hospitality, leisure & entertainment, financial services, eGovernment, access control, healthcare and Internet of Things (IoT). Linxens is also present in the lighting market with its innovative LED lighting solutions commercialized under the Liite brand. Linxens is headquartered in Levallois Perret (France) and employs over 3,000 people worldwide, with four R&D centers and seven manufacturing locations across Europe and Asia.

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