



Giesecke+Devrient

# Convego® Metal Face: A well deserved sense of achievement



Premium look and feel

👁 Sight 🗣 Sound 🖐 Touch

The most accomplished  
22g card, for the successful -  
however success is defined.

Success takes many forms, but all progress stems from the pursuit of a higher purpose. The wealth gained from growing a business; the satisfaction of influencing positive social change; the delight of creating new products and services. For these people—established professionals and experts, secure about the world and their place in it—there's Metal Face, the most exclusive offering in Giesecke+Devrient's (G+D) metal card portfolio.

This heavyweight card tips the scale at 22g of stainless steel, with the metal surface exposed: with no PVC on top and no overlay clouding the tactile experience, the feeling is pure and unique. The surface can be laser etched or CNC engraved, with silk screening providing dramatic color options too.

For further design potential, the rear face is backed with PVC and overlay (as with G+D's other metal cards) enabling creative design on the back surface too.

Metal Face completes each tapped transaction with a resonant metallic note, reminding both owner and onlookers of its distinct qualities even when compared to other metal cards. Above all, it signals a harmonic combination of art and technology—brought together with expert craftsmanship and precise attention to detail.

## 25<sub>m</sub>

Metal card (all types) shipments  
worldwide in 2020<sup>1</sup>

<sup>1</sup>Source: ABI Market Research

## About Convego® Metal Face

### Exposed metal surface communicates quality

Metal Face's card body is open to the elements, providing a completely different tactile experience to almost any other card on the market.

### Higher perceived value

With design features applied directly to the metal surface, Metal Face communicates artisanal craftsmanship at a glance—a perception strengthened further the longer you look.

### Created for global leaders and influencers

Metal Face's quality and permanence appeal to those who appreciate the finer things in life: those who collect art, enjoy wine, wear artisanal jewellery. With a global elite no longer limited to America and Europe, this card's market is worldwide.

### Digital printing and laser etching

Color applied on the metal surface creates opportunities for vibrant imagery without interrupting the card's metal feel.

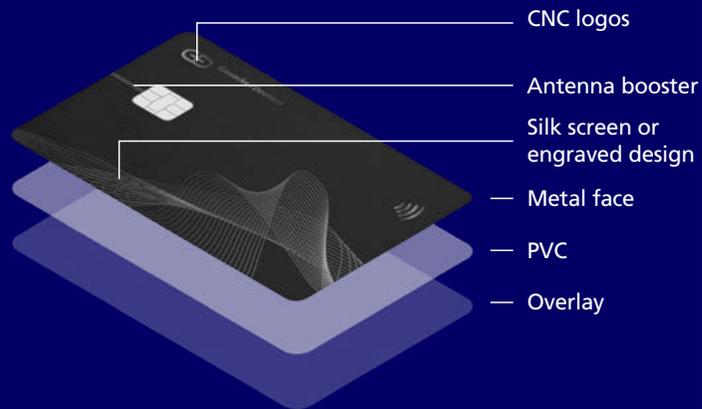
### Contactless capable

A discreet slit boosts contactless capability to both front and reverse of the card, making use intuitive and eliminating a prior limitation of many metal cards.

### Comforting weight in the hand

At 22g, Metal Face is the heaviest card in G+D's metal cards portfolio, conveying a comforting sense of unmatched prestige and quality.

## The Convego® Metal Face card - key features



**Contactless capability:** Available under waiver.

**Chip:** G+D Convego® Join 6.60.

**Module:** G+D Convego® module 6 pin in Palladium or Gold.

**Magstripe:** 2/3 track HiCo.

**Scheme certification:** Card body certified by the main international payment schemes: Visa and Mastercard.



0.60mm



22g

Weight



Metal edge and face



Metal "clunk" sound

### Design and personalization

The Convego® Metal Face card offers a range of customization and personalization options to bring your prime payment card brand to life:



#### Quality feel

4.4x heavier than a plastic card – our heaviest and most accomplished.



#### Textured tactility

CNC/milling and laser engraving for a premium finish.



#### Color printing

Hard PVD offers a durable, rich and solid visual experience.



#### Contactless capable

Double sided contactless card for intuitive payments.

While metal cards are no longer solely for upper income groups, the target customer for Metal Face tends to be successful financially as well as professionally. This makes them the highest-spending consumers and the most prestigious customers for a premium card.

Note this does not mean a small segment. While in the USA, it takes an annual income of over \$500,000 to reach the top 1% of earners. But "affluent" people cover at least the top 10% and arguably the top third. In Europe, these thresholds of financial affluence are slightly lower and, in Asia, the rapid growth of the middle-class has been feeding the metal card market with eager consumers. Worldwide, some 56m people enjoy millionaire status, and your market opportunity doesn't end with them.<sup>2</sup>

#### Metal Face – Prime

G+D's metal cards portfolio answers three market needs: the desire for a high quality and resilient product, the card as an expression of the consumer's personality, and the card as a valuable or "prime" possession. To its owner, Metal Face is a symbol authority which has been earned over time through purpose and determination. Made of a steel that has resisted the years and developed a patina, it reflects their social influence, style and taste.

Metal Core – Performance | Metal Face Lite – Personality

### Creating confidence

Giesecke+Devrient (G+D) is a global security technology group headquartered in Munich. As partner to organizations with highest demands, G+D engineers trust and secures essential values with its solutions. The company's innovative technology protects physical and digital payments, the connectivity of people and machines, the identity of people and objects, as well as digital infrastructures and confidential data.

G+D was founded in 1852. In the fiscal year 2020, the company generated a turnover of 2.31 billion euros with around 11,500 employees. G+D is represented by 74 subsidiaries and joint ventures in 32 countries.



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<sup>2</sup> <https://qz.com/2024982/where-are-the-worlds-millionaire>