



Stand out from the market with metal cards

Reach the top of your premium customers' wallets

Offering a feeling of status and prestige, alongside creating a high-quality customer experience are crucial components in the race to acquire and retain valuable affluent customers. Metal cards allow issuing banks to differentiate their premium service with a physical symbol; giving customers solid, tangible proof of their value to the bank. In this infographic, we explore the metal card and how it can help support a truly elevated customer experience.



Credit cards: A brief history



1887
The concept of credit cards was explored in Edward Bellamy's *Looking Backwards* science fiction novel.



1894
The first real credit card concept – charge cards typically tied to one retailer.



1914
Western Unions 'metal money' launched in the US – the first true credit card concept.



1950
Diner's Club card launched as retailer agnostic card.



1966-1970
EuroCard, MasterCard and VISA enter the market.

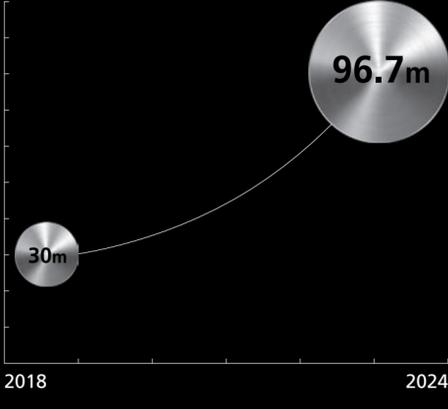


1968
First 'chip' card launched to market.



1999
American Express unveil their first 'metal' card.

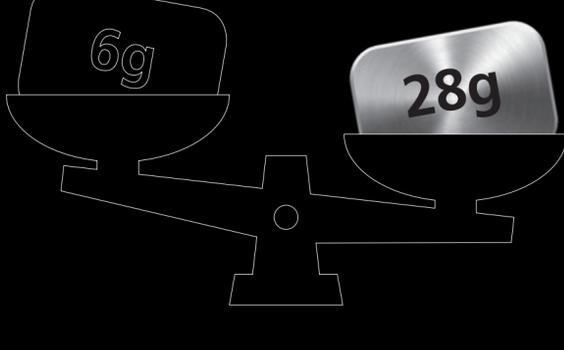
Demand for metal credit cards



Although the first metal card was issued more than 20 years ago, it is only in recent times that the growth in metal card demand has exploded. In 2018, around 30 million metal cards were issued, but analysts predict that by 2024, there will be almost 100 million metal cards issued worldwide.

Dominating your customers' wallet: The weight of metal cards

Metal cards are true heavyweights and will take pride of place in any wallet. Where normal PVC cards weigh around 6 grams, a metal card can weigh anything up to 28 grams – nearly five times the weight, which could mean five times the impact for your customer.



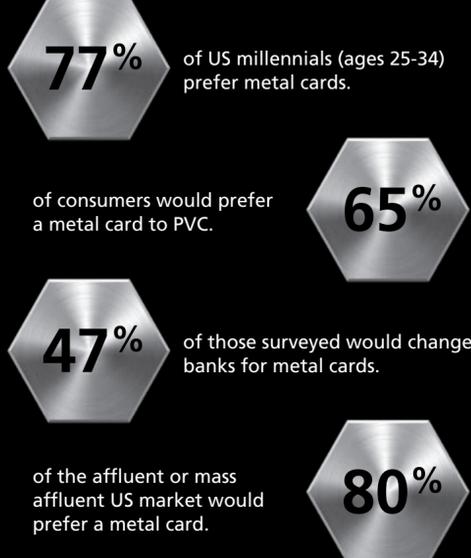
Metal cards in the market: True premium experiences



- JP Morgan Chase®'s Reserve card – made from brass and plated with palladium, it weighs in at 28.3 grams and the materials used are worth over \$1000 USD. Offered by invitation only, users must have at least \$10 million USD in assets managed under JP Morgan Chase.
- American Express® Centurion card – otherwise known as a 'black card'. Offered by invitation only, with a minimum annual spend of \$200,000 USD required for consideration.

Building the business case: Facts and figures

Research shows us that offering metal cards provides a significant advantage to customer attraction and retention:



The industry landscape

In the past few years, the metal card landscape has changed drastically. Today, it's not just big issuing banks and credit card companies that are offering metal cards to a small fraction of their highest status customers, these companies are using metal cards to target the mass affluent market. Alongside traditional offerings, technology businesses and fintech challenger brands have embraced the metal card as a key component of their premium offerings:

- Apple® launched metal cards in August 2019.
- American Express® is rolling out metal cards across the market.
- Fintech brands, such as Curve®, N26® and Revolut® are challenging established players with premium service issued through a metal card.

The benefits of offering a metal card

- Indestructibility**
Cards are difficult to break or damage and last longer than PVC.
- Luxury**
Metal cards have a luxurious, premium feel.
- Style and status**
Metal cards look stylish and create a feeling of status.
- Top of wallet**
High impact and premium feel mean that your customers will always reach for their metal card first.

Metal cards from G+D

around **170** years

With around 170 years' experience creating payment technologies, G+D offers a broad range of metal cards, with different features to suit different customer bases and applications. Metal cards form just part of G+D's comprehensive range of card issuance services, from design to delivery:



Sources: ABI Research, Composecure.

