Stand out from the market with metal cards
Reach the top of your previous customer wallets

Offering a feeling of status and prestige, metal cards are making a real impact on the market for quality, security and design. Consumers prefer metal cards, and businesses are using them to target the highest status customers. Metal cards are becoming a crucial component of their premium offerings.

The benefits of offering a metal card

- Provides a significant advantage to customer attraction and retention: nearly five times the weight, metal cards will take pride of place in any wallet. Where normal PVC cards can weigh anything up to 28 grams, metal cards weigh around 6 grams, and will be evenly distributed. Metal cards are true heavyweights.
- Metal cards are highly desirable, and represent a high-quality brand through their premium design and materials. In addition, offering a metal card allows issuing banks to differentiate their premium service with a physical symbol; metal cards allow them to charge a premium for their service.
- Metal cards have a long history, and are highly desirable to many consumers. Offering metal cards to high status customers will demonstrate the bank's commitment to offering a high-quality service, and will strengthen the brand's position in the market.

The demand for metal credit cards

- Metal cards were first introduced in the 1960s, but have only become popular in recent years. In 2018, around 30 million metal cards were issued worldwide. 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 2024, there will be almost 100 million metal cards issued, but analysts predict that by 2024, there will be over 150 million metal cards issued. The growth in metal card demand has been driven by the mass affluent market, as well as by fintech companies who are using metal cards to target this segment.

Demand for metal cards

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The industry landscape

- Metal cards have a long history, and are highly desirable to many consumers. Offering metal cards to high status customers will demonstrate the bank's commitment to offering a high-quality service, and will strengthen the brand's position in the market.
- Metal cards are becoming a crucial component of the premium offerings of many businesses, and are being used by fintech companies to target the mass affluent market. Alongside traditional offerings, metal cards are being used by fintech companies to target the mass affluent market.

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Metal cards from G+D

- Metal cards from G+D are delivering the highest-quality, most secure and most durable payment solutions. 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 range of payment solutions, which includes optical and electrical personalization, design approval and fulfilment, and card manufacturing.

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