The durability of metal plus the design options of PVC.

Metal is more than a material, and a card is more than payments. For today’s active consumer, life is an exploration—and the card that stays top-of-wallet has to be more than a piece of plastic. It must be a reliable companion, able to perform under any circumstances as their lives move forward.

Those who dare explore their limits and seek new experiences require mental resilience and physical toughness. To answer these, this 14g stainless steel core lets you feel the quality of the card, and the PVC layers offer both protection and a wealth of printing options to make it truly unique. It’s a card that puts performance front and center.

Banks are becoming more digital and offer fewer physical touchpoints. The card in the consumer’s wallet represents a tangible relationship with their financial institution—in many cases the only one. Metal Core makes that relationship both longer and deeper. And with creative design options on both PVC and metal, it expresses the issuer’s brand values in both images and textures, with a range of finishes and printing options.

Designed to deliver performance and resilience while maintaining economical costs for the issuer, Metal Core represents the ideal blend of technology, craftsmanship, and artistry for today’s aspirational and affluent consumers.

CAGR growth rate of metal cards market to 2026

24%
Convego® Metal Core: Add performance and resilience to your lifestyle

The Convego® Metal Core card - key features

Contactless capability: Double sided.

Chip: G+D Convego® Join 6.60.

Module: G+D Convego® module 8 pin in Palladium or Gold.

Magstripe: 2/3 track HiCo.

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

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

Quality feel
2.8x heavier than a PVC card – metal visible through transparent PVC overlay.

Tactile options
Post lamination varnish for texturing effects.

Unlimited designs
PVC surface gives same image and color options as plastic cards.

Contactless capable
Double sided contactless card for intuitive payments.

Metal cards form a small and exclusive market segment, but nonetheless an extremely high-value one. The metal card segment is now worth over $1.5bn to card providers in the USA alone, with MarketWatch forecasting a compound annual growth rate of 24% until at least 2026.

On broader economic trends, both Asia and Europe are discovering metal cards, European consumers driven by the rise of neobanks while Asia’s growth is producing millions more of the top-3% consumers who tend to dominate the metal card holding population.2

Metal Core – Performance
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. Combining a great breadth of design options with an economical cost structure, Metal Core answers the needs of consumers looking for a beautifully designed and reliable payment solution.

Metal Face – Prime | Metal Face Lite – Personality

2 https://www.asiafundmanagers.com/GBR/asian-consumer/