

How to be different – Packaging solutions from G&D



Packaging solutions from G&D come in all designs, sizes, formats, price classes, and levels of complexity. It can be a single flow wrapping for protection only or a customized exclusive container holding many other components such as booklets, CDs, DVDs, and additional SIM cards.

Packaging protects the card, and also brings many advantages for the network operator:

- Branding and marketing
- Positioning as a trendsetter
- Security
- Add-ons such as advertisements, CDs, and other information or gadgets can be included.

Each year, G&D prints millions of card carriers in network operators' custom designs worldwide and personalizes them with card-specific details. In the final production step prior to shipment, fully automated processes seamlessly fuse together the card carrier and SIM card into a single unit.

Every day, our logistics centers around the world send thousands of SIM card packages directly to mobile phone subscribers, stores, and network operator warehouses.



Giesecke & Devrient
Creating Confidence.

Value-added packaging



Blister

Pre-formed plastic blister packaging offers high flexibility in terms of size and form. It is a secure and clean type of packaging that also protects against negative environmental influences.



Plug-in only

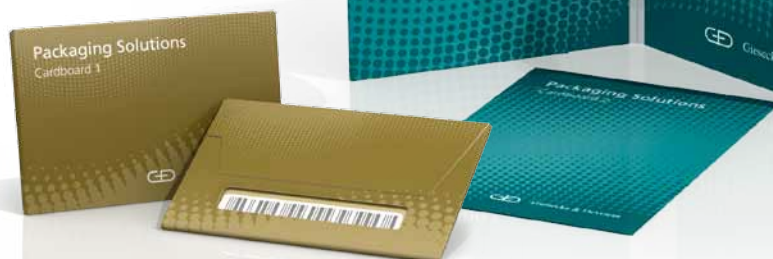
With a plug-in only package, the customer only receives the plug-in sized SIM card and does not have to remove the SIM card from the credit card sized plastic frame (ID-1 format). The advantages are:

- More convenience for the end user
- No need to explain to the end user how to remove the SIM
- No risk of damaging the SIM upon removal
- Environmentally friendly through material saving



Cardboard

Cardboard packaging comes in all shapes and sizes. A secure SIM storage area can be included, protected with a peel-off perforation. This way, unauthorized opening of the package can be immediately detected.



Standard lettershop and single flow wrapping



Standard lettershop

This cost-effective service is fully automated and comprises machine-made matching and fixing of the SIM card to the personalized carrier paper. By using standardized processes, we ensure that the corresponding SIM card is matched with the correct PIN/PUK information.

Single flow wrapping

Flow wrap foil is a low-cost option and can be printed or unprinted. Printed flow wrap can be used for hiding the secret area, e.g. for PIN information. Additional items such as a leaflet can be inserted in a fully automated process.



Dispenser and SIM shapes

Dispenser

Ideal "sales box" to be used at the POS for marketing purposes.

SIM shapes

In addition to the standardized ID-1 format, G&D offers a wide range of many different SIM shapes. These SIM shapes can trigger direct connotations to the operator's logo or to a holiday such as Christmas or Easter. Moreover, they can be used in perfect combination with a great variety of packaging types. Besides the SIM shapes, the card body can also incorporate functional features, e.g. as a key fob or bookmark.

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Trends

Packaging trends are tending toward environmental friendliness, e.g. smaller packages are used to save on paper and plastic is avoided. This can be achieved, for instance, with plug-in only packaging, which contains only the plug-in SIM.

Security

Packaging from G&D is fully compliant with security and quality requirements. G&D excels with all aspects of security, providing an ideal environment for the ensured protection of sensitive and mission-critical data. In addition, we are proud to offer our customers the latest in packaging and print technology so that they remain one step ahead of frauds.