



Giesecke+Devrient

The best first impression:

Welcome pack experiences as unique as your customers



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The best first impression

As the saying goes, you only get one chance to make a first impression. Packaging a product, whether it is a delivery of a new card, or supplying your customer with a replacement, plays a significant part in conveying your brand and its message.

A recent survey by Westrock demonstrates that packaging has a genuine impact on purchase intent—especially repeat purchases. 63% of customers said that they would use a product or service again because of the appearance or aesthetics of its packaging. In the crowded financial services market, strong, appealing packaging is a crucial part of the overall customer experience that could elevate your brand above your competitors, allow your message to be heard by your customers, and enable you to remain top-of-wallet.

Our range of card fulfillment options

-  **Card-only shipment**
Multiple card shipments to a single location – such as a bank branch.
-  **Card letter**
The traditional card carrier approach, with the card attached to a personalized letter.
-  **Card presenter**
Sleek card presentation folder that lets your payment card and brand stand out.
-  **Card booklet**
Combine card fulfillment with a booklet of useful personal information.
-  **Card package retail**
Packaging open loop prepaid cards for retailers to display at POS.
-  **Card package consumer**
A variety of packaging options to enhance your fulfillment journey.



Welcome pack services

Here are just some of the ways that issuers can transform our fulfillment solutions into an “unboxing” experience, ensuring that the customer journey begins on just the right note.



p10

Display

Elevated experiences

A range of card presentation options for physical card delivery that impresses your customer, every time.

Sustain

ESG-friendly

Demonstrate your commitment to your ESG goals with packaging designed with eco-innovation and accessibility in mind.



p14



p17

Style

Match your customers' lives

Sleek packaging solutions – perfect demonstrations of your brand that resonate with your customers' lives and sense of style.

Luxe

VIP issuance

Deliver a premium packaging experience and demonstrate your customers' value to you from the very beginning.



p22

The design journey

There are many decisions and many options available to you with G+D's welcome pack services. We lay out the key decisions you can make to ensure your packaging provides the best possible experience.



Contents

What do you want to deliver to your customer?

- Card only
- Card mounted on paper carrier, optionally with link to AR experience
- Companion or partner card
- Token
- Wearable (e.g. wristband)
- Welcome gift (e.g. wallet, pen)
- T&C or manual
- Personalized inserts



Format

How do you want to present to your customer?

- Envelope
- Sleeve
- Slip case
- Wallet
- Case
- Box



Material

What would you like the package to be made of?

- Paper
- Cardboard
- Eco
- Wood
- Leather
- Metal
- Heavy paper, optionally with watermark or glossy/metallic elements
- Specialist paper (sourced from our partner Gmund)



Finish

How should the finished product appear?

- Matt finish
- Glossy finish
- Mixed finish
- Embossed
- Punching window
- 3D objects
- Security seal
- Address label
- Outer envelope glued with tear-off opener

Our packaging process

We work with you in collaboration to create a brief and a piece of packaging that suits your brand, your customers, and your business needs. Together, we will work through a linear pathway. First, we understand who you are and what you are trying to achieve through your packaging and customer journey. Then, we will work alongside you through concept development right through to the delivery of the finished product.

Custom packs

Ideal for volume campaigns where competitive costs for an appealing package are essential. Based on our wealth of expertise, we support the creative process to ensure that the type of cardboard chosen, the artwork, printing, and finishing effects uniquely reflect your brand message. Some of our products may require manual composition, which we operate in a PCI-certified industrial environment.

Tailored packs

If you would like to explore a completely original, tailored solution, we can offer full flexibility, responding to nearly any kind of special packaging design ideas.

Time to market

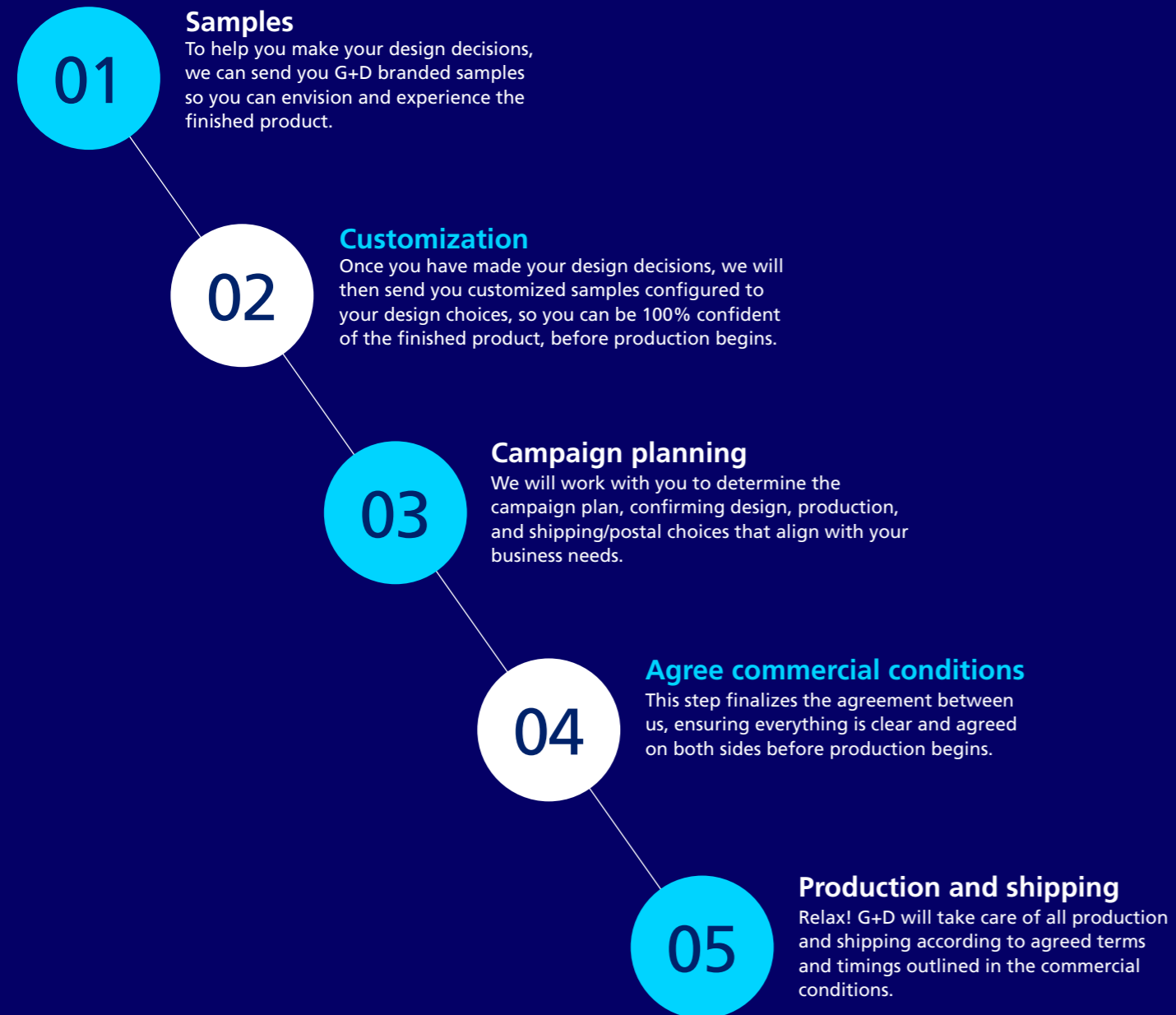
All of the packs within this brochure can be used as inspirational starting points. However, the quickest route to market is to use one of our standard offerings - those that you will see explored later in this brochure. Further customization is possible, so if you would like additional guidance, please contact us to discuss your brief in more detail.

With this toolbox, we can respond to your needs in the most appropriate way.

The design journey

The production process

Packaging to support any new or replacement campaign:

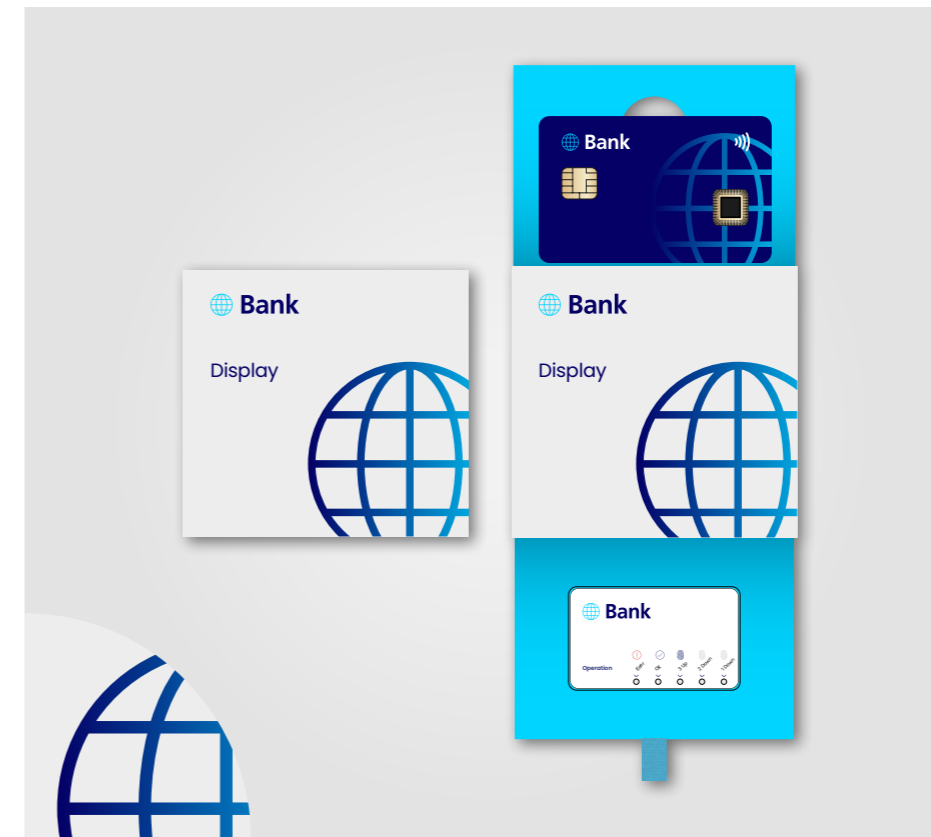


Our custom pack ranges



Display

Elevated experiences



◀ PRODUCT CODE: B01-01

Display vertical slider

Dimensions

105 (W) x 100 (H) x 11.8 (D) mm (Closed)
105 (W) x 248 (H) x 11.8 (D) mm (Open)

Features

- Houses two items
- 9mm satin ribbon
- Most finishing processes available

Contents

Biometric card: 85.6 (W) x 53.98 (H) mm
Enrolment kit: 62 (W) x 37 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Outer envelope recommended

PRODUCT CODE: B01-02 ▶

Display slip case

Dimensions

220 (W) x 154 (H) x 17 (D) mm (Closed)

Features

- Spot UV varnish detail and hot foil
- Matt laminated finishing
- Ribbon tab attached to tray
- Holds one or more products

Contents

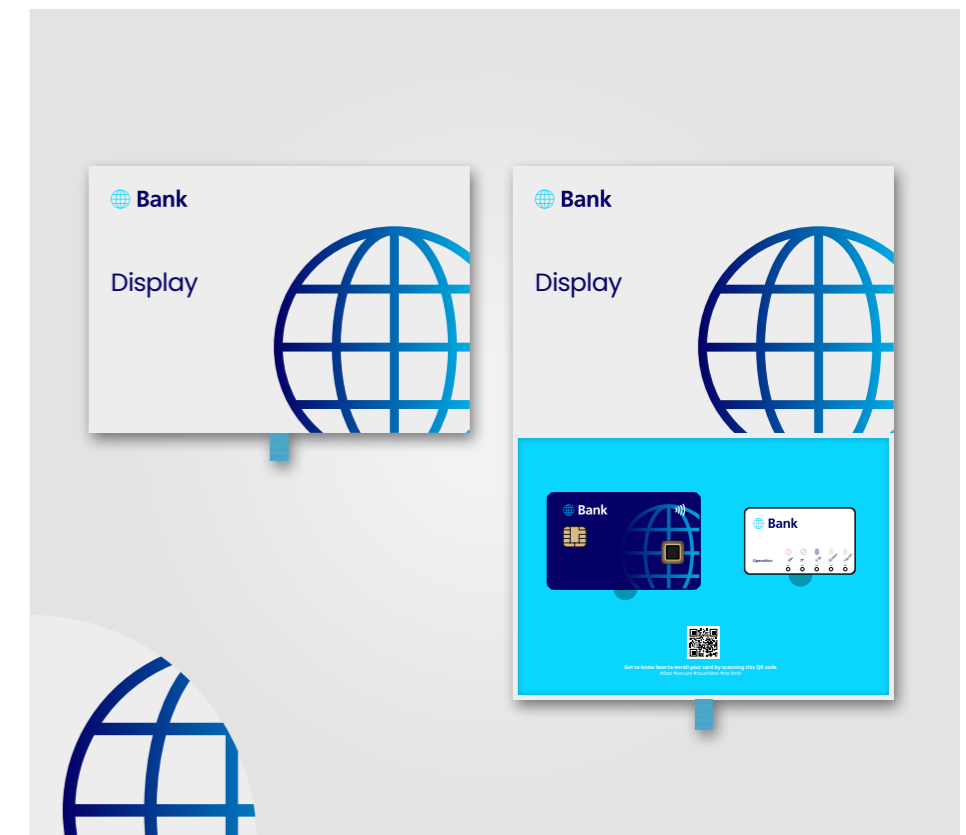
Biometric card: 85.6 (W) x 53.98 (H) mm
Enrolment kit: 62 (W) x 37 (H) mm

Customization

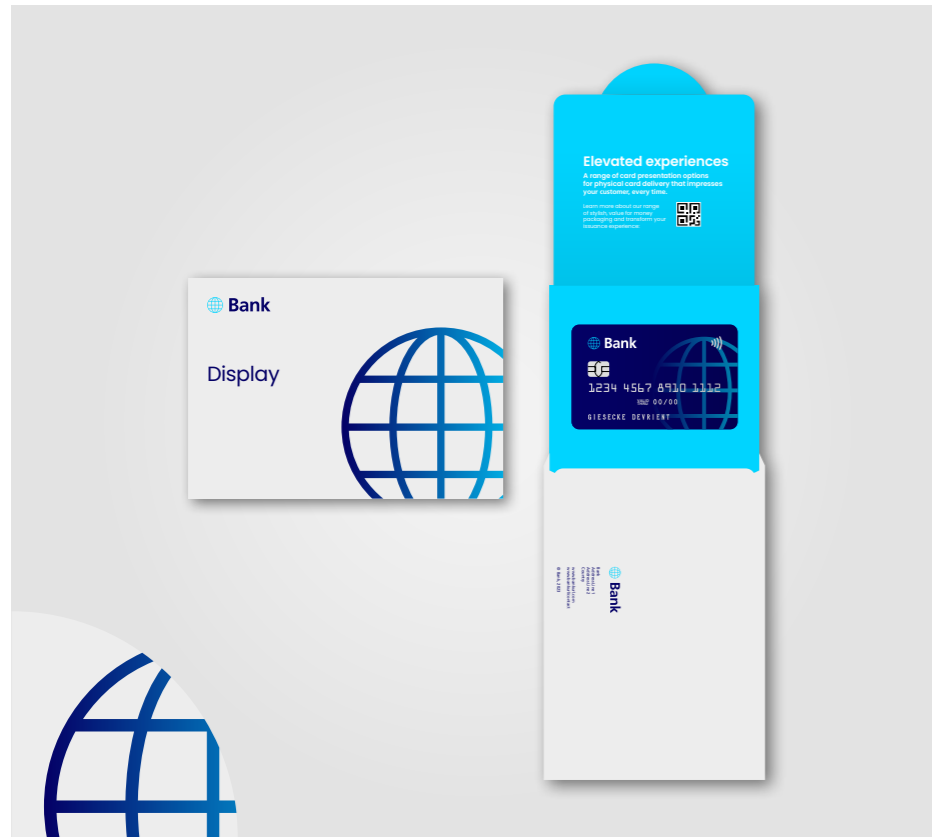
Please refer to paper and print finishing options on page 30

Despatch options:

- Outer envelope recommended



Display



◀ PRODUCT CODE: B01-03 (TEC60)

Display telescopic

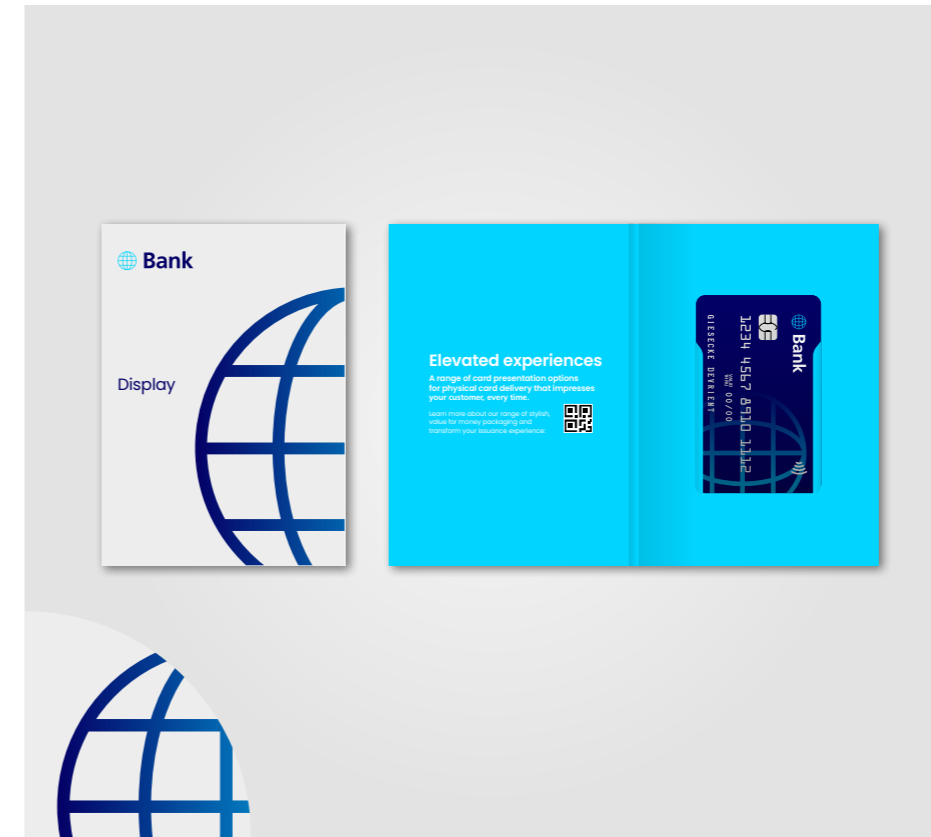
Dimensions
114 (W) x 162 (H) x 2 (D) mm (Closed)
114 (W) x 369 (H) x 2 (D) mm (Open)

- Features**
- Two reveal panels
 - Tear strip to open
 - Most finishing processes available

Contents
Standard card: 85.6 (W) x 53.98 (H) mm

Customization
Please refer to paper and print finishing options on page 30

- Despatch options:**
- Security seal and address label OR
 - Outer envelope



◀ PRODUCT CODE: B01-05 (BK-A61)

Display book

Dimensions
105 (W) x 148 (H) x 2 (D) mm (Closed)
212 (W) x 148 (H) x 2 (D) mm (Open)

- Features**
- Ergonomic design
 - Most finishing processes available

Contents
Standard card: 85.6 (W) x 53.98 (H) mm

Customization
Please refer to paper and print finishing options on page 30

- Despatch options:**
- Outer envelope

PRODUCT CODE: B01-04 (MO-A62) ▶

Display monolith

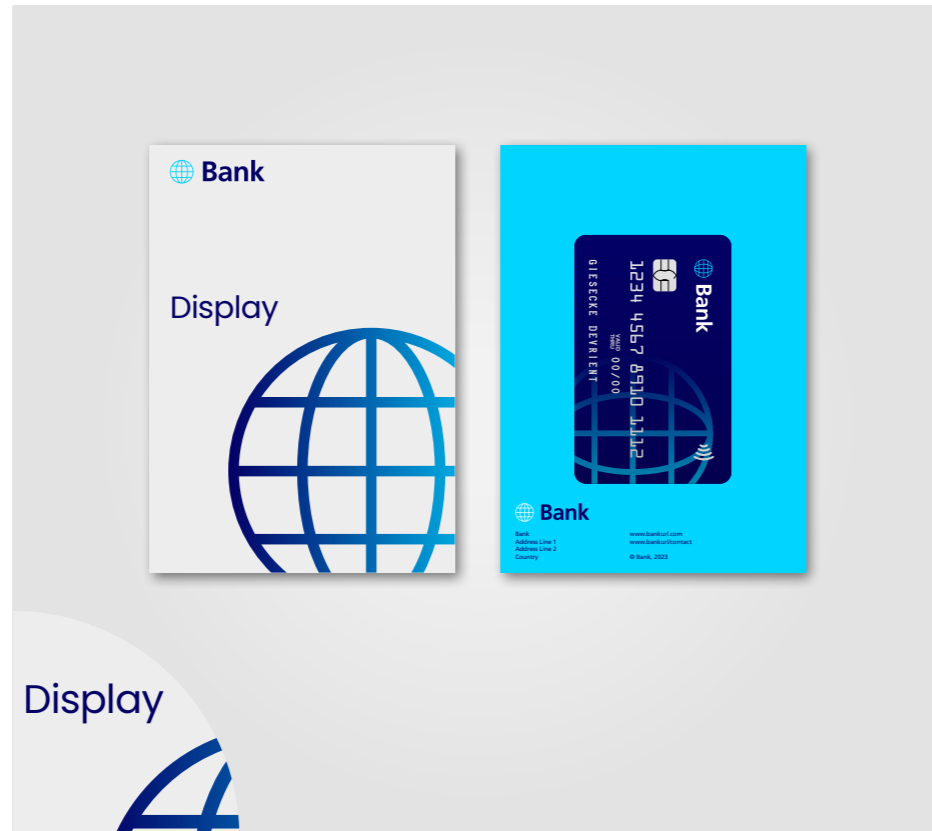
Dimensions
105 (W) x 148 (H) x 2 (D) mm

- Features**
- Ergonomic design
 - Most finishing processes available

Contents
Standard card: 85.6 (W) x 53.98 (H) mm

Customization
Please refer to paper and print finishing options on page 30

- Despatch options:**
- Outer envelope



PRODUCT CODE: B01-06 ▶

Display prompt presenter

Dimensions
216 (W) x 280 (H) x 00 (D) mm
210 (W) x 297 (H) x 00 (D) mm

- Features**
- Ergonomic design
 - Most finishing processes available

Contents
Standard card: 85.6 (W) x 53.98 (H) mm

Customization
Please refer to paper and print finishing options on page 30

- Despatch options:**
- Outer envelope with address window



Sustain

ESG-friendly



◀ PRODUCT CODE: B02-01 (TEC100)

Sustain telescopic slider

Dimensions

105 (W) x 223 (H) x 2 (D) mm (Closed)
105 (W) x 411.8 (H) x 2 (D) mm (Open)

Features

- Two reveal panels
- Tear strip to open
- Most finishing processes available

Contents

Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Security seal and address label OR
- Outer envelope



PRODUCT CODE: B02-02 (MO-A61) ▶

Sustain monolith

Dimensions

148 (W) x 105 (H) x 2 (D) mm

Features

- Ergonomic design
- Most finishing processes available

Contents

Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Outer envelope recommended



Sustain



◀ PRODUCT CODE: B02-03

Sustain eco presenter

Dimensions

210 (W) x 105 (H) x 2 (D) mm (Open)
210 (W) x 210 (H) x 2 (D) mm (Closed)

Features

- Ergonomic design
- Most finishing processes available

Contents

Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print
finishing options on page 30

Despatch options:

- Ready for mailing
- Security seal on request

PRODUCT CODE: B02-04 (BK-A62) ▶

Sustain book

Dimensions

148 (W) x 105 (H) x 2 (D) mm (Closed)
148 (W) x 212 (H) x 2 (D) mm (Open)

Features

- Ergonomic design
- Most finishing processes available

Contents

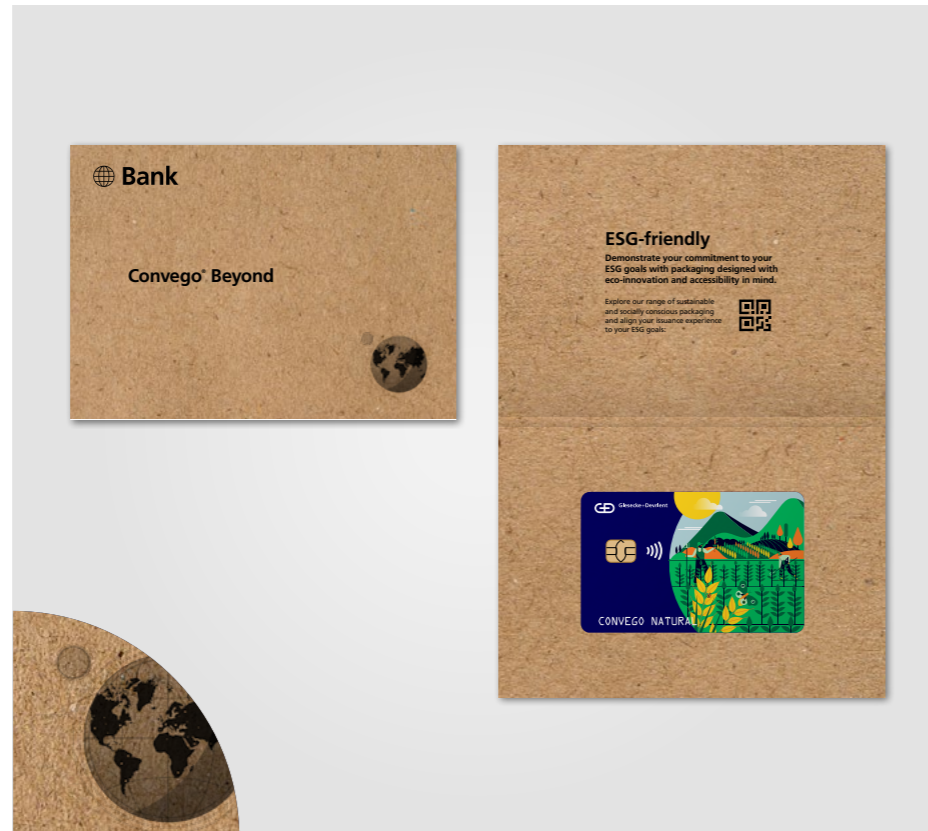
Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print
finishing options on page 30

Despatch options:

- Outer envelope recommended
- Security seal on request

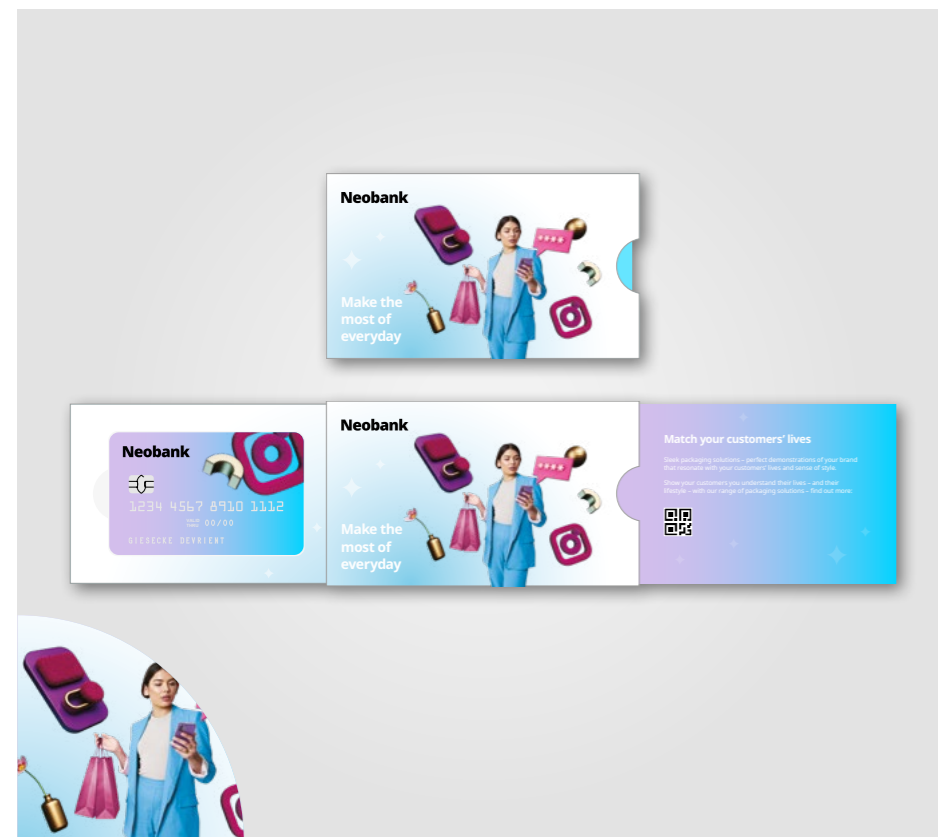


Style

Match your customers' lives



Style



◀ PRODUCT CODE: B03-01 (SL-R1)

Style slider

Dimensions

364 (W) x 81.5 (H) x 3.8 (D) mm (Closed)
138 (W) x 81.5 (H) x 3.8 (D) mm (Open)

Features

- Slides out from both sides
- Has a printable pop area for card
- Most finishing processes available

Contents

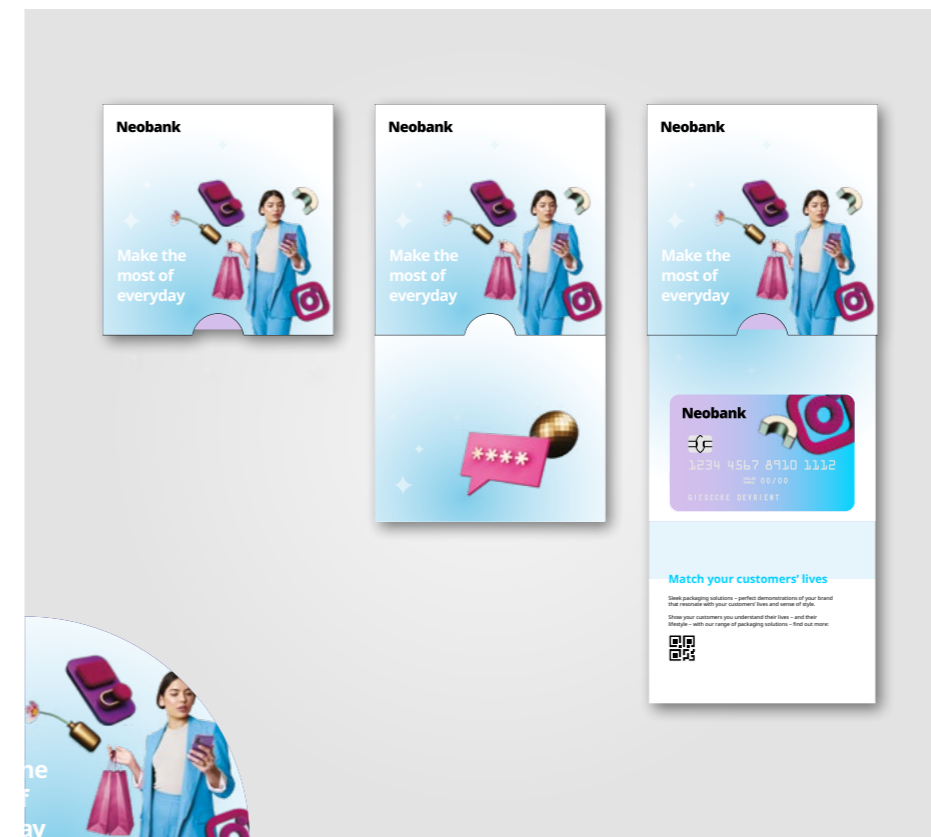
Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Outer envelope recommended



◀ PRODUCT CODE: B03-03 (CP-S0)

Style square coupe

Dimensions

107 (W) x 107 (H) x 3.25 (D) mm (Closed)
107 (W) x 278 (H) x 3.25 (D) mm (Open)

Features

- Two reveal panels
- Flaps protect product
- Most finishing processes available

Contents

Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Security seal and address label OR
- Outer envelope

PRODUCT CODE: B03-02 (SL-R1 with window) ▶

Style window slider

Dimensions

138 (W) x 81.5 (H) x 5.5 (D) mm (Closed)
364 (W) x 81.5 (H) x 5.5 (D) mm (Open)

Features

- Two drawer sliding mechanism
- Outer transparent window creates eye-catching effect when opened
- Spot UV varnish detail

Contents

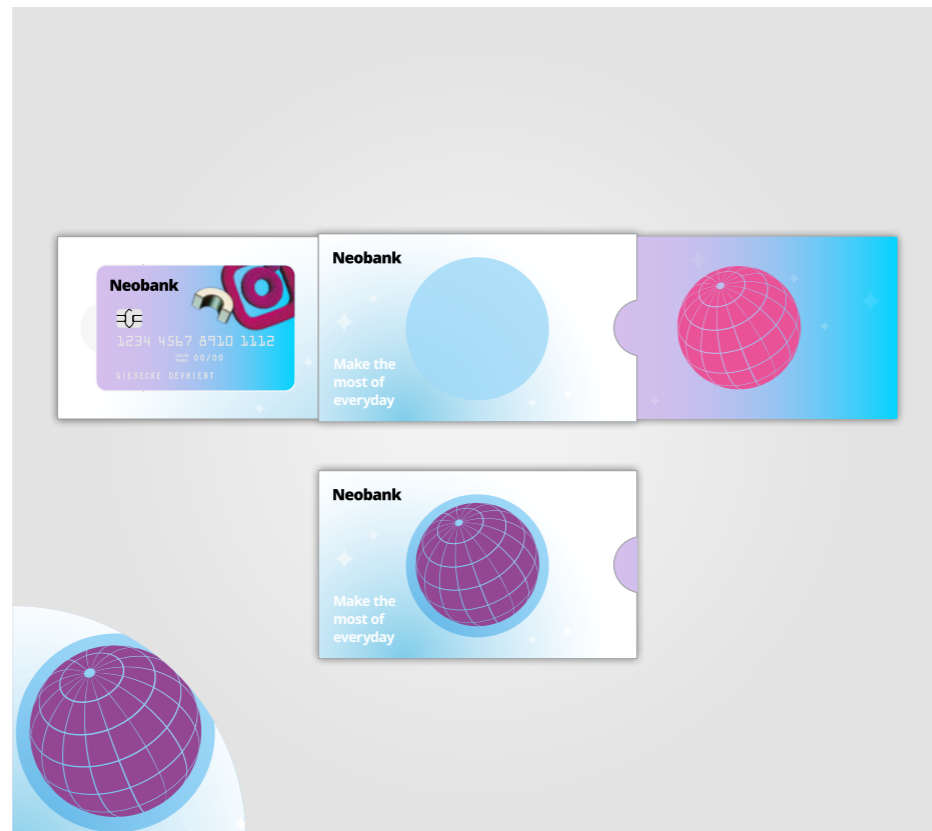
Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Outer envelope required



PRODUCT CODE: B03-04 (SP-R2) ▶

Style split

Dimensions

138 (W) x 82 (H) x 4 (D) mm (Closed)
235.5 (W) x 82 (H) x 4 (D) mm (Open)

Features

- Slides out from both sides
- Has a printable pop area for card
- Most finishing processes available

Contents

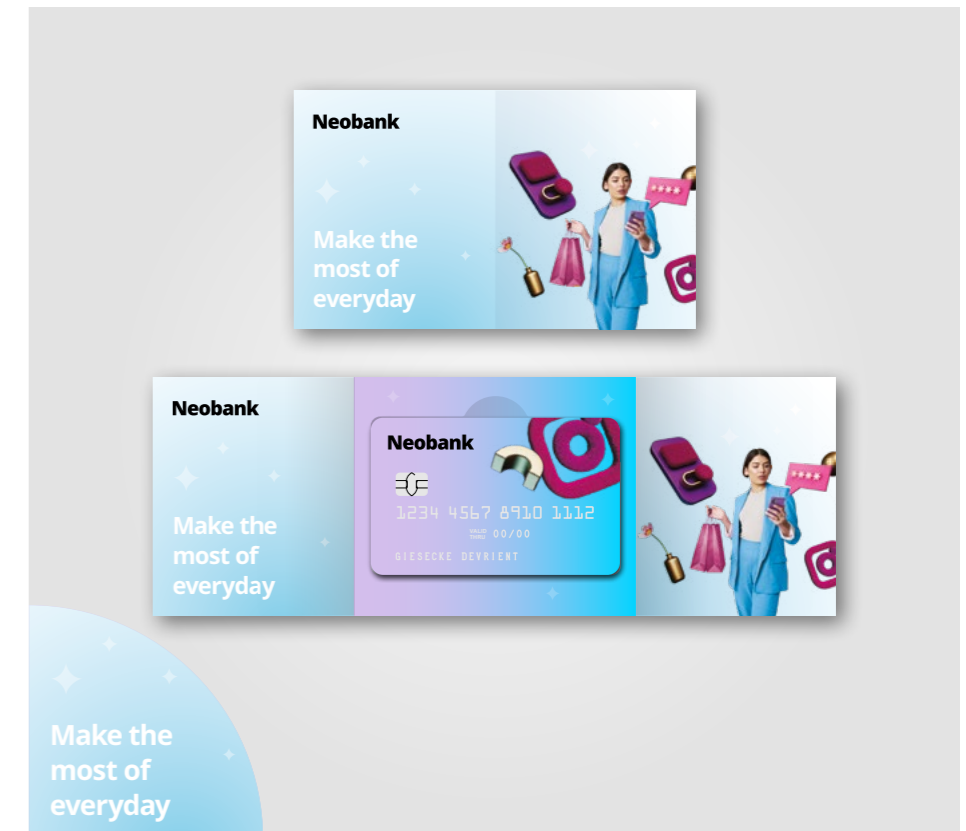
Standard card: 85.6 (W) x 53.98 (H) mm

Customization

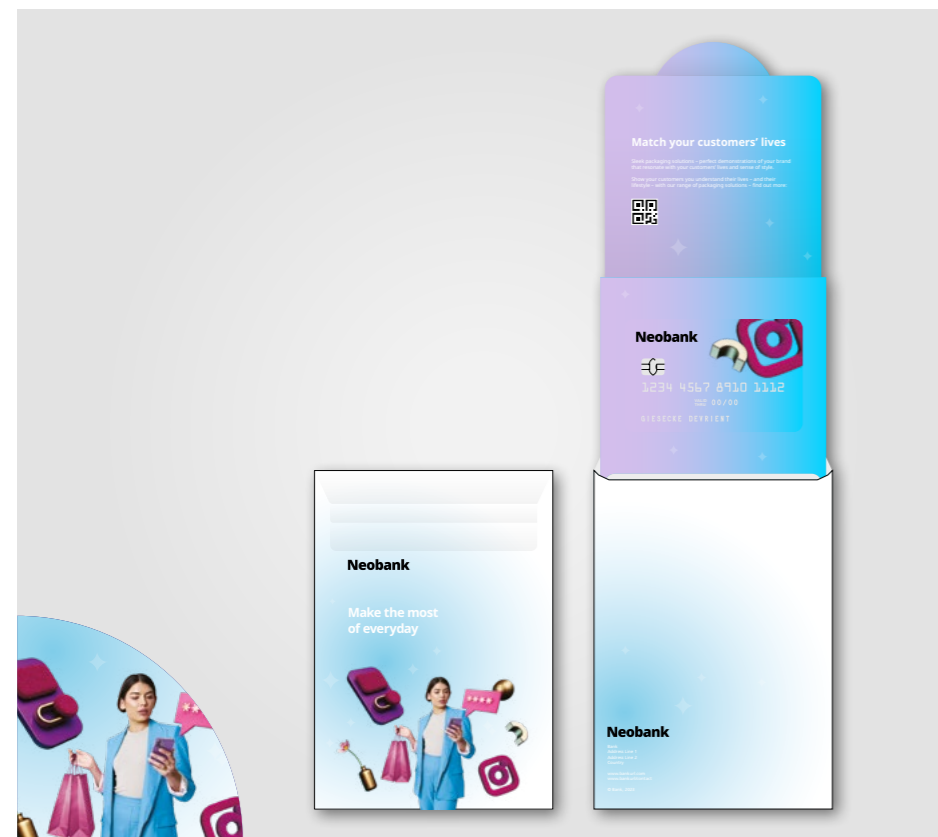
Please refer to paper and print finishing options on page 30

Despatch options:

- Outer envelope recommended



Style



◀ PRODUCT CODE: B03-05 (TEC60)

Style telescopic
slider

Dimensions

114 (W) x 162 (H) x 2 (D) mm (Closed)
114 (W) x 369 (H) x 2 (D) mm (Open)

Features

- Two reveal panels
- Tear strip to open
- Most finishing processes available

Contents

Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print
finishing options on page 30

Despatch options:

- Security seal and address label OR
- Outer envelope



◀ PRODUCT CODE: B03-07 (TE100)

Style super
envelope

Dimensions

105 (W) x 223 (H) x 2 (D) mm (Closed)
105 (W) x 411.8 (H) x 2 (D) mm (Open)

Features

- Three reveal panels
- Tear strip to open
- Most finishing processes available

Contents

Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print
finishing options on page 30

Despatch options:

- Ready for mailing as-is

PRODUCT CODE: B03-06 (TE-S1) ▶

Style
telescopic

Dimensions

107 (W) x 107 (H) x 5 (D) mm (Closed)
107 (W) x 247 (H) x 5 (D) mm (Open)

Features

- Two reveal panels
- Most finishing processes available

Contents

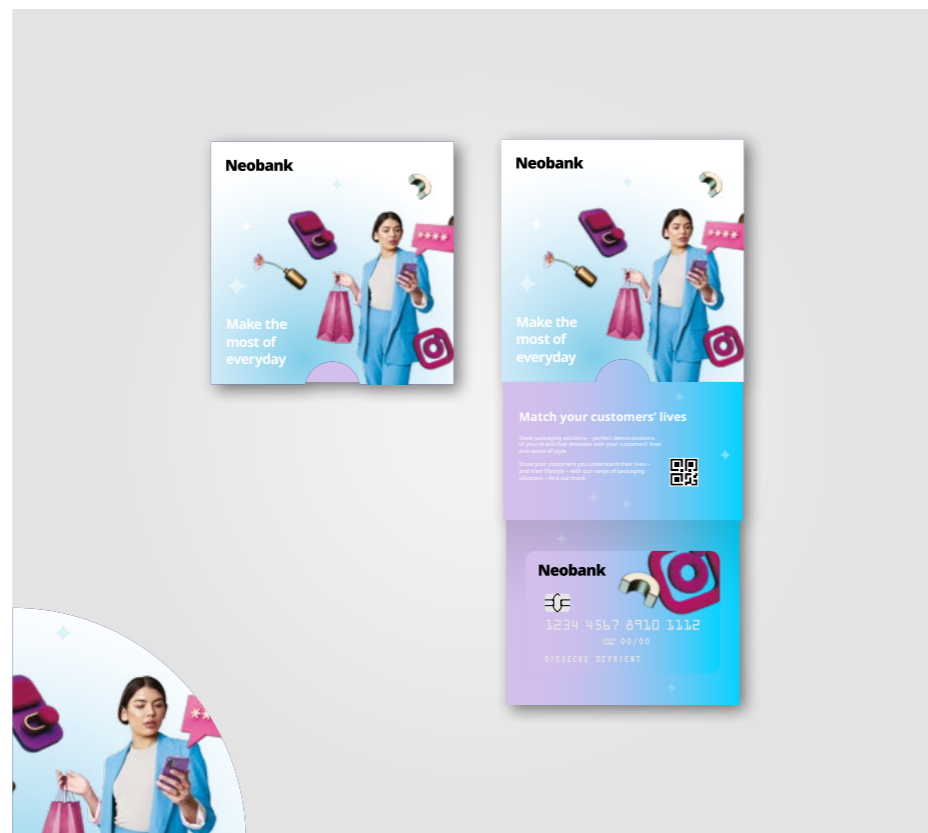
Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print
finishing options on page 30

Despatch options:

- Security seal and address label OR
- Outer envelope



Luxe

VIP Issuance



◀ PRODUCT CODE: B04-01 (SL-R2)

Luxe slider

Dimensions

138 (W) x 81.5 (H) x 4.8 (D) mm (Closed)
364 (W) x 81.5 (H) x 4.8 (D) mm (Open)

Features

- Two reveal panels
- Tear strip to open
- Most finishing processes available

Contents

Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Outer envelope required

PRODUCT CODE: B04-02 (TE-S2) ▶

Luxe telescopic top

Dimensions

107 (W) x 107 (H) x 5 (D) mm (Closed)
107 (W) x 249 (H) x 5 (D) mm (Open)

Features

- Two reveal panels
- Pantone Silver printing
- Most finishing processes available

Contents

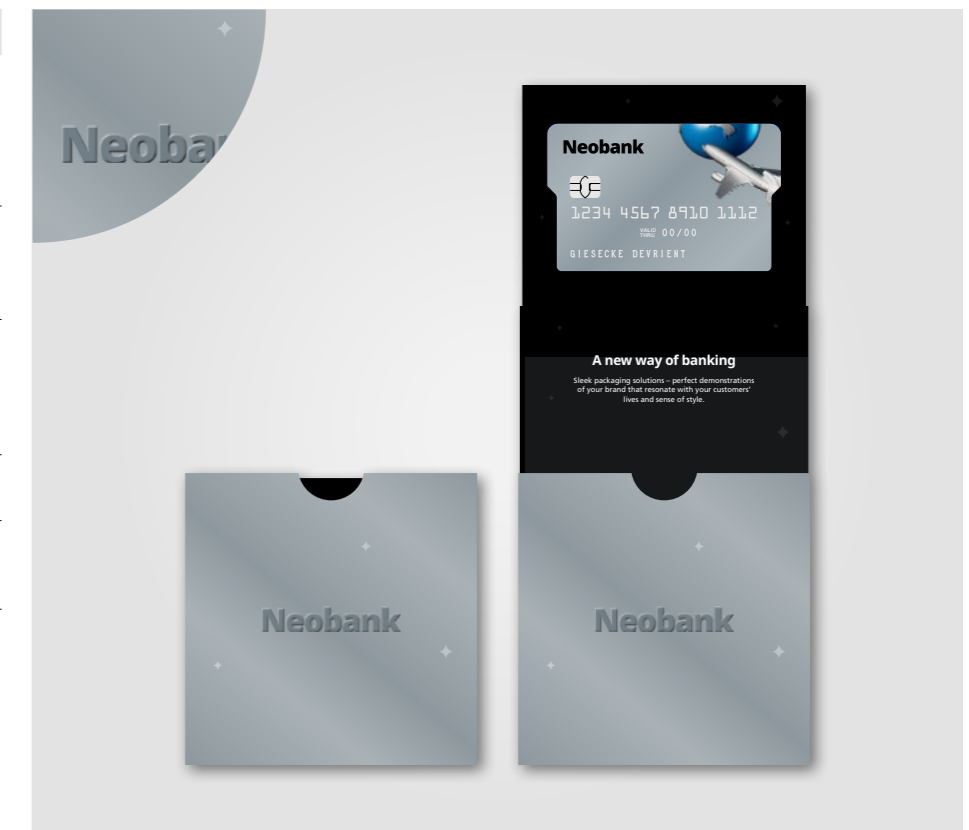
Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Outer envelope required



Luxe



◀ PRODUCT CODE: B04-03

Luxe book case

Dimensions

153 (W) x 216 (H) x 7 (D) mm (Closed)
313 (W) x 216 (H) x 7 (D) mm (Open)

Features

- Pocket for additional items
- Ribbon to make card release easy
- Printed metallic Pantone
- Paper over board

Contents

Metal card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Outer envelope recommended



◀ PRODUCT CODE: B04-05

Luxe case

Dimensions

157 (W) x 115 (H) x 20 (D) mm (Closed)

Features

- Hot foil block
- Magnetic fastener concealed within flap
- Matt laminated finishing

Contents

Metal card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Outer envelope recommended

PRODUCT CODE: B04-04 (TE-S2) ▶

Luxe telescopic

Dimensions

107 (W) x 107 (H) x 5 (D) mm (Closed)
107 (W) x 249 (H) x 5 (D) mm (Open)

Features

- Two reveal panels
- Pantone silver printing
- Most finishing processes available

Contents

Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Outer envelope required



PRODUCT CODE: B04-06 (CA-S3) ▶

Luxe cabrio

Dimensions

107 (W) x 107 (H) x 13 (D) mm (Closed)
107 (W) x 149 (H) x 13 (D) mm (Open)

Features

- Reveal panel
- Most finishing processes available

Contents

Standard card: 85.6 (W) x 53.98 (H) mm

Customization

Please refer to paper and print finishing options on page 30

Despatch options:

- Security seal and address label OR
- Outer envelope



Q&A: Sustainable packaging and fulfillment

Here are the answers to some common questions our clients have asked us about the 'green' credentials of our packaging:

<p>Q Is your packaging recyclable?</p> <p>A Yes. Although a super thin plastic band powers some of our designs, this does not affect them being recycled. Subject to local recycling facilities, this should mean that you can recycle your packaging with paper waste. The band is separated during the repulping process.</p>	<p>Q What inks and finishes should I use to maximize sustainability?</p> <p>A Our general recommendations are:</p> <ul style="list-style-type: none"> • Use aqueous varnish instead of laminate. • Use less than 50% coverage for foil & spot UV. • Use water-based or vegetable-based inks.
<p>Q Can we use recycled cardboard in our packaging?</p> <p>A Yes. Using recycled paper is possible in Europe, but it may be subject to longer lead times, more expensive, or lower quality. We do not have a solution for recycled material from our Asian manufacturing sites, but our partners can offer FSC™ certified stock globally.</p>	<p>Q Where do you manufacture?</p> <p>A Our production partners manufacture in the UK, Poland, Czech Republic, Ukraine, USA, China, and India. If a reduced carbon footprint is required, we will work alongside you to use manufacturing sites closer to where the packs will be fulfilled.</p>
<p>Q What paper board would you recommend I use?</p> <p>A This depends entirely on your requirements. We always suggest having a call to open up the discussion about sustainability right at the start of the briefing process. This helps us to understand what you are hoping to achieve.</p> <p>For a quick route to market, we recommend using paper from responsibly managed forests – which we and our partners have worked hard to ensure. In addition, our production partner holds FSC™ accreditation, which means we can also offer FSC™ certified stock on request for additional peace of mind.</p>	<p>Q What certifications do your plants hold?</p> <p>A Collectively, our production partners' manufacturing locations hold the following certifications: REACH, FSC™, PEFC, BRC, SEDEX ISO9001, ISO14001, ISO22000, ISO18001, ISO45001, SA8000, PS9000. Certification copies are available on request.</p>
<p>Q What is FSC™ certified paper?</p> <p>A FSC™ (Forest Stewardship Council®) is an independent organization that audits the sustainable management of forests and wood-based products. FSC™ certified paper generally uses virgin pulp from trees that come from responsibly managed, sustainable sources. It is available as an option on all standard materials from our partners' global production sites and on a wide range of specialist papers.</p>	<p>Q What else can I do to make my packaging more sustainable?</p> <p>A We understand that each project is unique. Part of the initial call and briefing process is determining what you are trying to achieve. Within that discussion, we will discuss material, location of manufacture, pack efficiency, print, finishes, material reduction, carbon footprint, and self-mailing solutions to ensure your project is as sustainable as possible.</p>
	<p>Q Are the packs in your Sustain range only offered using brown paper?</p> <p>A No, we offer environmentally-friendly cardboard in white, and other colors are also available.</p>



Special paper by Gmund

Producing and designing paper since 1829.

Paper choices

We source paper from many different mills worldwide and work with you to select the most suitable material based on your location and desired aesthetic. Gmund is just one example and a great potential option for your European packaging solutions.

White stock

300gsm
(450 microns)



Gmund no color

300gsm
(440 microns)



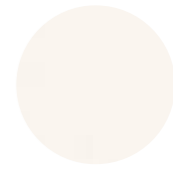
Gmund kaschmir cotton

250gsm
(380 microns)



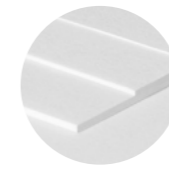
Gmund lakepaper

270gsm
(300 microns)



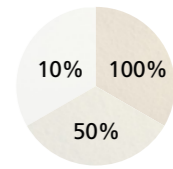
Gmund cotton max white

300gsm
(550 microns)



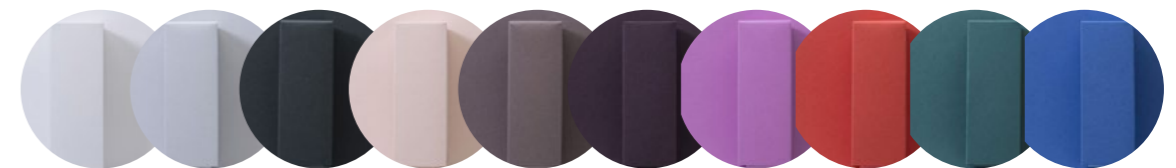
Gmund hanf

320gsm
(510-550 microns)



Gmund used

300 g/m²
100% recycled



Print finishing options

Here are just some of the standard finishing options we can offer. If you're looking for something more unique, talk to us to find out more about our bespoke packaging solutions.

Spot UV on soft touch laminate



Add lustre and depth with silk screened spot UV. Shown on soft touch laminate.

Blind emboss



Blind embossing adds subtle sophistication to any item.

Hot foil



Available in metallics, holographic plain colours; hot foil and lustre and depth.

Silk screen printing



You can print white or special colours on to any material with silk screen printing.

Shimmer



Add a mottled texture to any item to create a quality feel.

Looking for something more unique?

Our wide range of welcome pack options ensure that we can enable whatever unboxing experience you're looking to provide for your customers. However, our Tailored pack solutions allow you to go even further, with completely bespoke packaging solutions, designed collaboratively for the ultimate 'wow' factor.

Talk to us today to find out more:
epayments@gi-de.com



1852

Established

500m+

payment cards shipped
per year globally

35+

presence in more
than 35 countries

About Giesecke+Devrient

Giesecke+Devrient (G+D) is a global SecurityTech company headquartered in Munich, Germany. G+D makes the lives of billions of people more secure. The company shapes trust in the digital age, with built-in security technology in three segments: Digital Security, Financial Platforms and Currency Technology.

G+D was founded in 1852 and today has a workforce of more than 14,000 employees. In the fiscal year 2022, the company generated a turnover of 2.53 billion euros. G+D is represented by 123 subsidiaries and joint ventures in 40 countries. Further information: www.gi-de.com.



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