

# Captivating Effects To Maximize Consumer Stickiness

The banking smartcard is not only a secure digital payment tool, it is also a highly visible branding element for issuers. The card surface is an open canvas ready for a rich variety of issuer brand touches to charm and engage cardholders with. Take advantage of a huge library of printing effects from standard features to specially created finishes.



## Thermography / Fresnel Lens / Color PVC

Complement charming and fun designs with 3D printed textured cherries, eyes, fresnel lens (blue eyes), and vibrant background colors.



## Nacre / Hot Stamp

Capture the iridescence unique to mother of pearl. Enhancing the already magnificent effect are black and green hot stamped, and varnished details.



## Layered Transparency / Color PVC

Featuring metal spectacles and chain decals, fresnel lens eye, tactile inked walking stick and hat on transparent layers over color PVC.



## Diffused LED / Metal Decal

When lit, the embedded LED appears to bathe the scene in a gentle glow. The varnished leaves and metal vase decal complete this stylistic effect.



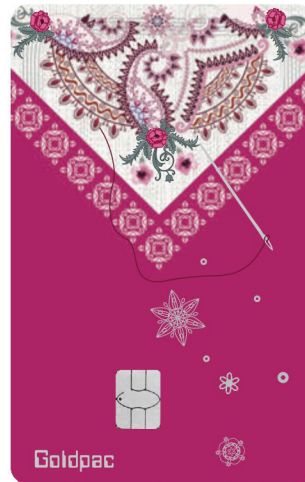
## Layered Transparency / Tactile Ink

A sophisticated combination of fresnel lens (left eye), metal monocle and chain decals, tactile inked ears and mouth are completed with a Gemstar processed bowtie.



## Lenticular Animation

Bring popular brand characters to life with this delightfully entertaining animation effect. Open up endless branding opportunities with this fun and dynamic feature.



## Silk

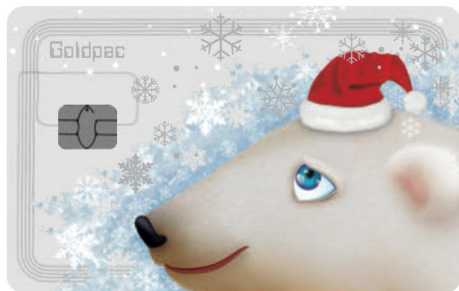
An exquisite design that shows off the intricacy of the silk fabric. The metal needle decal and the silk screened and varnished stitches truly enhance the overall effect.



## Chinese Art Paper

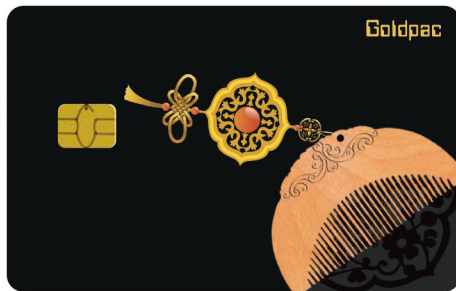
Recreate the splendor of fine Chinese art. The majestic deer is hot stamped onto the scenic depiction and laid over a superb Chinese art paper effect background.





### 3M Transparency / Rainbow Metal Decal

A stunning transparent multi-layered image with textile inked cap, nose and mouth, fresnel lens eyes, metal snowflake decals and double-sided rainbow metal logo decal.



### Woodgrain / Metal Decal / Fresnel Lens

An exquisite combination of wood grain on the comb, sanded gold metal pendent decal and fresnel lens (pearl) effects create this tasteful and luxurious example.



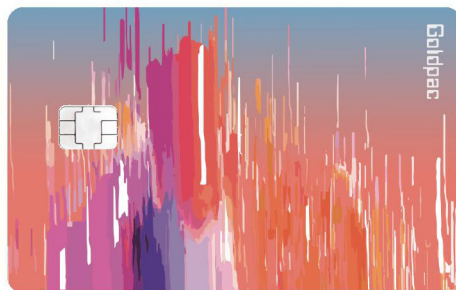
### Embroidery

This design combines sanded metal flower decals and 4C process prints, lavish varnish bird prints, and a delicate embroidery crescent to create a beautiful piece of artwork.



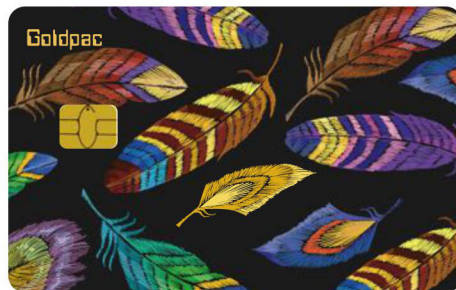
### Lenticular Depth Of Field

The classic lenticular print reimaged to feature a depth of field effect, creating a richly layered and even more engaging visual display.



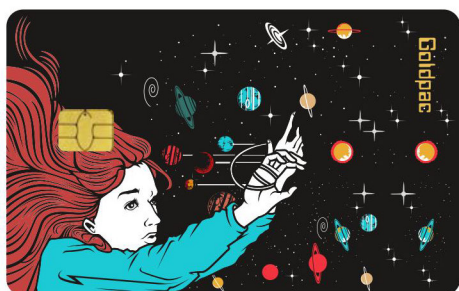
### LED Strip Light / Beveled Edge

Futuristic-looking beveled edges add an extra dimension to the slick edge LED strip lights. Elevate the card holder experience with this innovative combo effect.



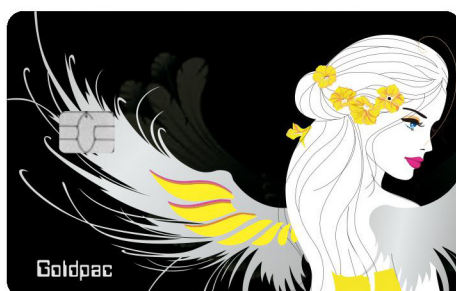
### Black Foil / Metal Decal

This striking design is distinctive for the contrast created between the black foil background and combination of pearlescent print and metal feather decal.



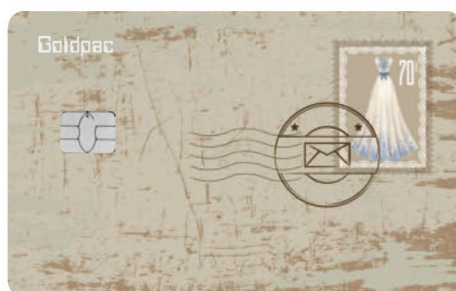
### Thermocolor Ink / Hot Stamp

The flowing hair in this artwork features thermally/variable color ink. Cosmos-themed decorations and red and silver hot stamped planet details add drama.



### Engraving

The character's delicately engraved lips and yellow winglets produce a lovely contrast to the textures created by the tactile inked wing outline.



### Grit Texture

Produce a stimulating sensation with this delicate and premium surface texture effect.

## About Goldpac

Goldpac provides products and solutions that addresses the financial industry's diverse needs for secure, convenient, and easy-to-use payment solutions. These solutions cover user onboarding, personalisation and payment device issuance systems, software, self-service kiosks, and desktop printers.

For more information, please contact us at [info@goldpac.tech](mailto:info@goldpac.tech).