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Placard Pty Ltd. signs a Contract with Auckland Transport – for the provision of Smartcards for the Auckland Integrated Fare System

Placard Pty Ltd announced today the signing of an agreement with Auckland Transport, to supply smartcards.

These smartcards will be used by passengers as part of the Auckland Integrated Fares System, which includes trains, ferries and all bus operators.

Auckland Integrated Fares System Director, Greg Ellis says, "Placard is a leading plastic card, loyalty card and smartcard manufacturer and provider of card management solutions based in Australia. Partnering with NZ Post means economies of scale advantages for distribution of the card"

"We are proud to have been selected by Auckland Transport to manufacture and personalise these transit cards to be used by Auckland Integrated Fares System. We are delighted to be part of the full stage roll of this exciting project adding further growth of our market share in New Zealand and Australia in the transit sector. This project along with the recent signing of an agreement with New Zealand Transport, a Crown Agency of The New Zealand Government for the manufacture and processing of all licence cards issued in New Zealand has established Placard as a trusted service provider in New Zealand and is now well positioned to service the New Zealand market." said Ganesh Ganeshalingam, Placard's Managing Director.

About Placard

Placard is a wholly owned Australian company, which has been in existence since 1987 as a manufacturer of plastic cards. Since then, Placard has continued to expand, and now provides comprehensive card program management products to over 500 clients and employs in excess of 160 staff. Placard is a well established, quality, total card solutions provider and has a reputation of meeting its commitments to its clients and consistently achieves service levels beyond its clients' expectations.

Placard is the only secure card manufacturer in the country and is recognised as the market leader in Australia with a substantial card personalisation and fulfilment bureau.

Placard's secure manufacturing and bureau facilities are Visa, MasterCard and American Express accredited to the highest level including EMV accreditation and also accredited to manufacture Dual Interface cards.

Placard's core competencies lie in the design, printing, manufacture, personalisation and mailing of ISO Standard secure and non secure plastic cards with Bureau services encompassing the latest Visa and MasterCard EMV standards for embossing, manufacture of Dual Interface cards, magnetic stripe encoding, indent printing, thermal print flat graphics, high quality Drop on Demand personalisation, laser printing processes and intelligent matching & mailing services.

For more information, please visit www.placard.com.au or call +61 3 9722 5200