

29th March 2011

Placard Pty Ltd. invests further with the addition of the latest Otto Kunnecke intelligent matching, attaching and inserting equipment.

Placard Pty Ltd announced today the installation of the latest Otto Kunnecke intelligent match & attach card processing and mailing equipment which is in addition to the existing 8 intelligent card processing and mailing equipment.

The latest Otto Kunnecke, which has now been commissioned, was purchased as a result of the growing demand for sophisticated mailing requirements of our clients. This equipment is located in Placard's secure facility in Melbourne, which has the highest accreditation from Visa, MasterCard and American Express and operates under its quality system certified by Lloyds Register as meeting the latest global quality assurance standards.

"We are pleased to be able to continually invest in the latest equipment, technology and expand our processing capability to meet the needs of our clients now and into the future. This new equipment further enhances the unparalleled choice already available to our customers." 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