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## **Placard continues to expand its production facility in Melbourne, Australia**

Placard Pty Ltd announced today further expansion of its production facility in Melbourne with the addition of 16 Clare Street, Bayswater to its already existing facility at Clare Street.

“We are pleased to have added 600 sqM to our existing production facility which now brings the total area to exceed 6,500 SqM. As in the past, Placard will continue to invest in technology, plant & equipment and expand its production and warehouse facilities to serve its growing presence in Australia and New Zealand. It is our staff who make possible such progress in a challenging global economic environment and I would like to thank them for their contribution in the achievement of this milestone by Placard. Our staff take pride in paying attention to detail in meeting our commitments to its clients and consistently achieves service levels beyond our clients’ expectations ” 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](http://www.placard.com.au) or call +61 3 9722 5200