



ABN 46 074 646 343
1-51 JERSEY ROAD
PO BOX 370
BAYSWATER VIC
3153 AUSTRALIA

PH +61 3 9722 5200
FAX+61 3 9722 5201

Placard Pty. Ltd. signs a Contract with Queensland Transport to deliver Smartcard Driver Licences

Placard Pty Ltd announced today the signing of an agreement with the Queensland Government acting through the Department of Transport (Queensland Transport) to produce smartcard driver licences.

An extract of the announcement by Queensland Transport states that –
“Smartcard signs Aussie Manufacturer – Queensland’s smartcard driver licence continues to move forward towards its 2010 rollout with the latest contract signing with Melbourne-based manufacturing company, Placard.

Queensland Transport is introducing a more secure driver licence using smartcard technology to replace the laminated licence that has been used for over twenty years”

Along with the driver licence, other photographic documents to be issued will include an Adult Proof of Age card, driver authorisations for passenger transport and a variety of industry licensing authorisations will also transition to smartcards.

Placard will produce these cards in its Melbourne based facility which has the highest accreditation from Visa and MasterCard and operates under its quality system certified by Lloyds Register as meeting the latest global quality assurance standards.

“We are proud to have been selected by Queensland Government, acting through the Department of Transport (Queensland Transport), to produce smart card licences following an extensive open tender process which attracted national and multinational interest. We are delighted to be a part of this historic transition to smartcard driver licences, which will be the first of its kind in Australia” said Ganesh Ganeshalingam, Placard’s Managing Director.

The agreement between Placard and the Queensland Government follows the successful passing of legislation by the Queensland Parliament making it possible for the use of digital photos and the ability to incorporate a smart chip in the new licence designs.

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 170 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 both Visa and MasterCard accredited to the highest level including EMV accreditation.

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, 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 (03) 9722 5200

7th January, 2009