



IDEMIA partners with Emirates Islamic to launch new metal card

IDEMIA captures the artwork of Emirati artist Mattar Bin Lahej for a premium payment experience

PAYMENT

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Edited April 28, 2025: IST and Emirates Islamic received the Highly Commended Award for “Best Product Design” for this card, presented by the Cards & Payments Association Middle East at their awards ceremony on April 17, 2025 in Dubai.

IDEMIA Secure Transactions has partnered with Emirates Islamic, one of the leading financial institutions in the UAE, to launch their latest Smart Metal Art (SMA) payment card, the **Emarati Visa Signature** Credit Card. This new card showcases the work of renowned UAE artist Mattar Bin Lahej, infusing a premium payment experience with cultural resonance for cardholders.

The partnership between IDEMIA and Emirates Islamic, which dates back to 2008, initially focused on supplying their standard payment cards. In 2020, they launched the bank’s first SMA in celebration of the UAE’s 49th National Day. The latest project once again celebrates the nation’s heritage, this time through the work of Bin Lahej, known for his contributions to iconic UAE landmarks—including the Museum of the Future in Dubai, where the credit card’s official launch event recently took place.

IDEMIA’s highly skilled designers, manufacturing, and personalization **experts worked closely with the artist** and Emirates Islamic to capture the meticulous design, which draws inspiration from the UAE National Anthem. The design is transferred onto the card by “knocking out” certain design elements to expose the metal layer underneath, and features glossy varnish and dotted satin on the surface to enhance the design. Laser engraving is used to personalize the reverse of the card, including the card number and cardholder name.

In a recent consumer survey conducted in the UAE, 82% of consumers report owning a digital card or wallet. In this era of increasing digitalization of banking and payment services, the Emarati Visa Signature Credit Card signifies the crucial role that physical cards play for banks in **maintaining customer connections**. In the same survey, 92% of respondents expressed interest in owning a metal card—predominantly for its elegant look and feel, sense of distinction, and perceived strong purchasing power.¹ The Emarati Visa Signature Credit Card perfectly addresses these preferences- and goes beyond mere differentiation for the bank; its incorporation of cultural heritage helps **create a strong emotional bond to foster a unique sense of community among the bank’s cardholders**.

The SMA credit card also acts as a gateway to a range of privileges, from complimentary memberships to discounted dining and entertainment rates. With an appealing design and enhanced loyalty benefits, **the card not only cultivates customer loyalty but also attracts new clientele**, solidifying Emirates Islamic’s status as a top choice for UAE nationals. The selection of IDEMIA as a partner to deliver this high-profile card project, following the initial success with

SMA and standard card offerings, is a testament to the high standards of card manufacturing, personalization, and consultative services offered. IDEMIA's local presence adds an additional benefit for Emirates Islamic.

It's an honor to be chosen as the partner to bring the artwork of such a culturally significant artist in the UAE to life through our SMA cards. IDEMIA and Emirates Islamic share a commitment to customer-centric values, and we are privileged to help foster a deeper connection with their customers in this digital age. Operating in a country where consumers have high standards is a testament to our ability to deliver the highest level of service.

Hennie Duplessis, SVP Middle East & Africa, Payment Services, IDEMIA Secure Transactions

As the preferred bank for UAE nationals, we are dedicated to delivering innovative, value-driven propositions for our customers. We are delighted to partner with IDEMIA to offer an exceptional experience that meets our customers' high expectations. The unique design of the card, created in collaboration with IDEMIA and Emirati artist Mattar Bin Lahej, demonstrates our commitment to embodying the UAE's values. It further provides our UAE national customers with a distinctive experience that enhances their national identity and pride, while also offering exceptional benefits tailored to their preferences, interests, and lifestyle.

Mohamed Al Hadi, Acting Head of Retail Banking and Wealth Management, Emirates Islamic

¹ Independent consumer survey by Dentsu Insights, 2024
