



IDEMIA introduces the Elite Metal Art card for the Premium Segment

A premium metal card featuring advanced design for the most discerning clientele.

PAYMENT

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Sleek, weighty, and unmistakably premium, **metal payment cards** have become a symbol of status and sophistication. Demand in recent years has surged as consumer expectations rise. This trend is supported by data: according to an independent global study by Dentsu Insights (2024), **83% of consumers say they would like to have a metal card**, up from 74% in 2022.

Once a luxury item reserved for elite customers, demand now spans a broad range of consumers, with 57% saying they are willing to pay more for a metal card over a standard PVC counterpart. For issuers today, the metal card has become more than a payment tool—it's a powerful brand statement.

Introducing Elite Metal Art: A Masterpiece of Design & Craftsmanship

For over a decade, **IDEMIA Secure Transactions (IST)** has been at the forefront of **metal card innovation**, enabling payment card issuers worldwide to deliver high-quality products into the hands of end users.

Now, IST is raising the bar for elite clientele with the launch of its most refined innovation yet: the **Elite Metal Art (EMA) card**. Featuring a **metal front layer**, and dual interface technology, EMA is a masterfully crafted statement piece boasting:

- **Advanced finishes** such as precision engraving with color fill
- **Chamfered edges** for a smooth, beveled look
- **Refined surface textures** (mirror, sandblasted, or brushed)
- **Opulent color palettes**

At **18 grams**, this card offers a highly coveted and unparalleled premium aesthetic to capture the essence of luxury and innovation.

This addition complements the existing IDEMIA metal card range, which includes Smart Prime, Smart Metal Art, and the more recently launched Ultimate Metal Art — the heaviest metal card in IDEMIA's portfolio.

A Premium Experience for Issuers and Cardholder

In today's competitive payments landscape, **metal cards** have become a symbol of prestige and exclusivity. With their distinctive weight, premium finishes, and rich customization options, metal cards help issuers **stand out from the competition** and create a **tangible connection** with customers, even in an increasingly digital world.

At IST, our global team of metal card experts, from manufacturing to design, work closely with issuers to co-create cards that do more than process payments: they tell a story, elevate the user experience, and strengthen customer engagement.

I'm extremely excited about the unveiling of the Elite Metal Art card. Drawing on over a decade of expertise in crafting high-quality metal cards, this latest creation enables card issuers to stand out and deliver a truly exceptional, premium product to their most discerning clientele. I can't wait to see the stunning collaborations that come to life.

Julia Schoonenberg, EVP, Payment Services, IDEMIA Secure Transactions