



# IST Launches Industry-First Black Contact Plate for Payment Cards

An industry first transforming technical components into a design feature for premium payment card personalization

# PAYMENT

POSTED ON 06.11.26

## **IDEMIA Secure Transactions (IST) is expanding design possibilities for card issuers with the launch of the payment industry's first black contact plate.<sup>1</sup>**

The black contact plate is a market first, transforming a purely technical component into an intentional design element. Going beyond traditional silver and gold finishes, it expands the creative possibilities for payment card issuers. It is particularly suited to sleek, dark, minimalist cards aimed at premium program customers, while also complementing vibrant colors in bold, Gen Z-focused designs.

As digital payments continue to grow, the physical payment card is evolving beyond a purely functional tool. It is used by issuers as a platform to express their brand, differentiate in a highly competitive market, and strengthen customer engagement through a tangible brand experience.

In a recent consumer survey, 72% of respondents said that the design of their payment card matters, while one third stated that it influences the way they perceive their bank.<sup>2</sup> In response to this trend, IST continuously expands its payment card design portfolio with new materials, finishes, and interactive features—from metal and sustainable card materials to specialized inks such as glitter, neon, and liquid crystal, as well as technologies including light-up features. The addition of the black contact plate expands design possibilities, allowing technical components to become a seamless part of the card's overall aesthetic.

*This is a very exciting advancement for payment card design. It enables issuers to elevate their payment card experience, particularly in the premium segment, and will be a welcome enhancement as issuers continue to look for ways to differentiate, stand out, and delight their customers. I'm excited to see the new, sleek designs that will come to market with this black contact plate.*

Jacques Doucerain, Head of Product, Payment Services, IDEMIA Secure Transactions

IST enables issuers to create and scale distinctive card programs globally through end-to-end support spanning card design, manufacturing, and personalization across a network of more than 30 service centers worldwide. Combined with deep industry expertise and local market knowledge, this allows issuers to tailor card programs to regional preferences and requirements while maintaining consistency at scale.

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1. The metallic interface that connects a payment card's embedded chip to card readers during in-person transactions

2. Independent consumer survey conducted on 3100 consumers in 12 countries, by Dentsu Insights, 2024.

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