

# IDEMIA launches the very first metal card in Belgium, with Nagelmackers Bank

IDEMIA supplies the very first metal payment card in Belgium, which was launched mid-November for Nagelmackers Bank's Elite and Prestige customers. With this new payment card, Nagelmackers seeks to give its Elite and Prestige customers a top-of-the-range free service.

# PAYMENT

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The metal card market is booming and is becoming increasingly popular among wealthy clients. According to a recent worldwide poll<sup>1</sup>, metal cards are the card of choice for 75% of affluent consumers worldwide. This first launch of metal cards in the Belgian market is now set to boost the growth of metal cards in Europe.

Is it because the metal card is heavier than other bank cards? Or because of its distinctive sound when put on a table? Whatever the reason, more and more banks use premium metal cards to market high-end services as a distinguishing feature.

Designed by IDEMIA with state-of-the-art printing techniques, Nagelmackers Bank's Mastercard World Elite is manufactured with top quality materials including varnished metal. Elite and Prestige customers (the two highest segments within the Invest Loyalty Program) already enjoy a bespoke service thanks to Nagelmackers Bank's Wealth Scan, a tool which allows a comprehensive detailed breakdown of their assets and entry to exclusive events. Now, as a further advantage, this new credit card will also allow them to use a concierge service and benefit from broad insurance coverage. Moreover, backed by this very first metal card in Belgium, they will also have free entry to key airport Lounges... and these are examples of the many services that make the lives of Elite and Prestige customers more enjoyable.

*This first metal card in Belgium is a big leap forward for the adoption of metal cards in Europe. We are thrilled to be making history in this market with our cutting-edge technologies, which deliver bespoke services tailored to consumer demand. Metal cards offer more than ordinary payment cards; they give cardholders a certain cachet and make them stand out from the crowd.*

Amanda Goubault, Executive VP of the Financial Institutions Business Unit at IDEMIA

*By partnering with IDEMIA to offer Belgium market its first ever metal card, we are ramping up our Elite customer services. Our new Mastercard World Elite showcases the care we take*

of them.

Yves Van Laecke, the Nagelmackers Private Banking & Asset Management director

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<sup>1</sup> Worldwide poll conducted in 2019 by Edgar, Dunn & Company of 18,000 people in 18 countries.

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**About us** - IDEMIA, the global leader in Augmented Identity, provides a trusted environment enabling citizens and consumers alike to perform their daily critical activities (such as pay, connect and travel), in the physical as well as digital space.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions, we reinvent the way we think, produce, use and protect one of our greatest assets – our identity – whether for individuals or for objects, whenever and wherever security matters. We provide Augmented Identity for international clients from Financial, Telecom, Identity, Public Security and IoT sectors.

With 13,000 employees around the world, IDEMIA serves clients in 180 countries.

For more information, go to [www.idemia.com](http://www.idemia.com) / Follow @IdemiaGroup on Twitter



your press contact(s).

**IDEMIA - HAVAS PARIS PR AGENCY**

+ 33 6 63 73 30 30

[idemia@havas.com](mailto:idemia@havas.com)