



Loyalty Solutions: PVC vs. Teslin cards

PVC

vs.

TESLIN®

What it means to you...

SPECIFICATIONS

- Meets all ISO standards for card use
- Compatible with all mag stripe applications

- Not an ISO certified product
- Cannot be used for mag stripes where ISO standards are required

ISO certified products are consistent in quality and more often meet customer expectations. Your cards will be exactly what you expect.

COST

- Usually less than Teslin®
- Lower cost on short run replacement cards

- Higher cost due to proprietary base material from PPG
- Fewer cards are made using this technology

For a large program launch, PVC and Teslin may be similar in price, however, if you need to produce a smaller quantity of replacement cards, Teslin will be more expensive for these short runs.

DURABILITY

- Time tested product for durability in the marketplace
- No adhesives, no delamination issues
- Option to use PET overlay or core material to ensure long-term card integrity

- Can delaminate due to adhesives required to hold the substrates together, breaking down over time

We all have that really old loyalty card in our wallet that is peeling apart, it happens. If the card is going to be used excessively for a long period of time, a PVC-based card can better withstand heavy, long-term use.

VERSATILITY

- Can be die-cut into different shapes and sizes
- PET overlay or core material increases options for die-cutting

- Can be die-cut into different shapes and sizes

Both products offer limitless options.

PRINT QUALITY

- Much higher quality - standard for all high value programs for printed cards
- Supports the use of conventional, UV or silk screen inks
- Clean edges due to machine die cutting

- Thick 10mil overlay distorts the fidelity of the printing
- Can give off a yellowish hue
- Steel ruled dies can leave burred edges

The quality and look of your loyalty card or keytag reflects your brand. A card of superior quality will communicate to your customers that you have high standards for both your brand and your stores.

ENVIRONMENTAL

- Recycled PVC is available in base stock and a variety of formulations

- Recycled Teslin is not available as base stock

Sustainability is important to everyone. Using recycled products helps to reduce landfill waste and lessens environmental impact.

DELIVERY

- Available for in-line production with computer verified matching and attaching
- Long or short runs
- Quick turn options

- Not a good fit for personalization, quick turn products
- Must be match-attached offline

Technology plays an important part in how quickly a job can be completed and delivered as expected. A card that can be produced in one pass (printed, attached to carrier and camera-verified) will get processed much more quickly and be accurate.