



# Yuh chooses IDEMIA's Smart Plastics payment cards and custom packaging

Starring our innovative Smart Plastics payment cards with Smart Reflect and Smart Edge techniques

# PAYMENT

POSTED ON 05.28.21

IDEMIA is proud to partner with Swissquote and PostFinance in the launch of Yuh, the new digital finance app, with our Smart Plastics banking cards and innovative packaging.

The card is arguably the closest physical point of contact between a bank and its customers. Smart Plastics enable neo-banks to exploit the latest printing techniques and card body materials to create cards that reinforce the brand of the bank and its positioning.

We provided Yuh with our Smart Plastics payment card—innovatively designed with a metallic foil logo (Smart Reflect) and black colored core (Smart Edge) that perfectly fit the brand's personality.

The Yuh card is a combination of two state-of-the-art techniques:

- Smart Reflect provides prestigious effects using various foils. Here, the shiny effect was applied to the Yuh logo.
- Smart Edge allows each edge of the card to be colored independently. With Yuh, we provided a stunning black effect on all four sides.

Our Smart Plastics payment cards arrives ready to unbox in first-class customized packaging. Together with Yuh, we designed an innovative sliding pack that adds a premium and classy final touch to the end-user experience.