

PRODUCTS & SOLUTIONS FOR RETAIL INDUSTRY

by Cards Print



CONTENT



- ▶ Introduction
- ▶ Our presence
- ▶ The way we work
- ▶ Industries we work with
- ▶ Clients who trust us
- ▶ Business challenges you face
- ▶ How we have solved these challenges for successful companies
- ▶ Plastic cards: types & effects
- ▶ Plastic cards: technologies
- ▶ Application forms, card holders and packages
- ▶ My SpotLight: solution for your loyalty & gift programs
- ▶ My SpotLight: reasons why clients love it
- ▶ Consulting – we take care together
- ▶ Other solutions
- ▶ Contact

Hello everyone!

We are Cards Print

company that creates and delivers innovative and efficient business solutions.

We make plastic cards of all kinds, as well as ID accessories, lanyards, card printers and other related products.

Don't worry! We're not focused on our products, but on needs and desires of people we work with.

We have years of experience marked by honest relationships, dedication, professionalism, and proficient communication with clients.

Upon detail diagnostics of needs and problems faced by various clients, we used our experience and products to create advanced solutions, such as CRM, loyalty and gift program.

This is how we came up with solutions that can respond to specific demands of your business, improve your reputation and relationships with your customers, partners and other stakeholders you care about, adding value to your business.

We are seen by our clients as:

- ▶ **Creative** – because we are innovative and we make things better
- ▶ **Dedicated** – because we really care about you and your needs
- ▶ **Efficient** – because we are fast and agile in realisation
- ▶ **Reliable** – because clients trust us and recognise our passion
- ▶ **Modern** – because we use state of the art technologies
- ▶ **Available** – because we exist for our clients

OUR PRESENCE

We serve over **4,300** clients

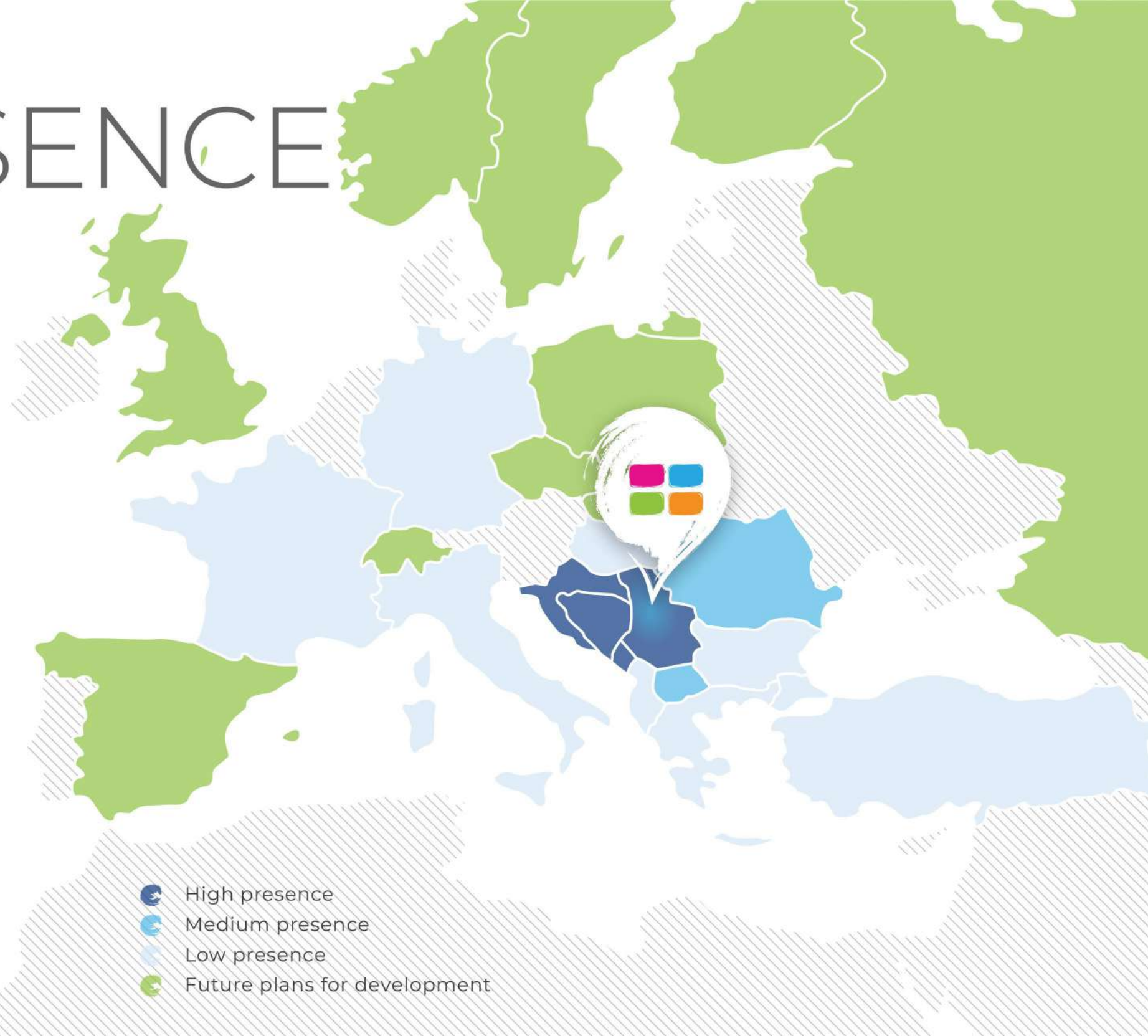
CP family has more than **70** employees,
28.5% in marketing and sales,
20% under the age of 30

In 2019 we sold **12M** plastic cards

In 2019 we achieved **€3.5M** total revenue

We are fast-growing company,
with **59.4%** 10-year CAGR

Market leader with strong market position



Time is money – this can be confirmed by all those who have a serious business.

Knowing how important this resource is to clients, we adjusted our solutions and made an effort to cover the entire implementation process by offering all necessary products and services in one place.

WE ARE:

- **Innovative and creative** - we propose and introduce new ideas and solutions that save clients' resources
- **Flexible and available** - (high level of customisation to the clients' needs)
- **Dedicated and professional** - (full commitment and support of all our teams)



INDUSTRIES WE WORK WITH

FMCG

retail stores, supermarkets,
minimarkets, Cash&Carry

KID STORES

children's toys, baby products,
boutiques for kids

CULTURE & FUN

cinemas, theatres, bookstores,
playrooms, bowling alleys

HEALTHCARE & MEDICINE

pharmacies, laboratories, medical
offices, healthcare institutions

HORECA

hotels, restaurants, coffee shops,
pastry & candy shops, pubs

ELECTRONICS

home appliances, computers,
IT equipment, mobile phones

FITNESS & SPA

gyms, fitness centres, sport centres,
spa and wellness centres, public pools

AUTO-MOTO INDUSTRY

car showrooms, auto services,
auto parts stores, car washing,
gas stations

BOUTIQUES

clothes, footwear, sports shops,
underwear, textile, accessories,
jewellery, watches

BEAUTY & WELLNESS

beauty salons, perfumeries,
drug stores, hair salons

CASINO & BETTING

betting shops, casinos, slot shops,
lottery, other betting places

OTHER

home stores, furniture, concept stores,
optic stores, pet shops, gift shops,
tourist agencies, transportation



CLIENTS WHO TRUST US

OFFICE
SHOES

 **GALERIJA**
PODOVA

PEVEX

super
VERO

 **WOBY HAUS**

 **KIPS**
SVE ŠTO ZAMISLIŠ


okov

 **LUKOIL**

 **GAZPROM**
PETROL STATIONS

METRO

 **FitPass**

DEXY CO
kids

 **ciciban**

 **lilly**
DROGERIE

H&M

 **КИТО**
маркети

cm
COSMETIC MARKET

Tehnomanija
Mesto gde se kupuje tehnika

 **knjižare**
vulkan

 **Galen**
pharm

PET CENTAR

P...S....
fashion


GENERALI

BUSINESS CHALLENGES YOU FACE

Many companies we are successfully cooperating with meet the following challenges:

They didn't have **appropriate loyalty system** or the existing one didn't meet their expectations

They invested a lot of energy and money in their business and marketing, and **customers were not loyal or moved to competition**

They were **often forced to give large discounts in order to sell off accumulated stocks of goods**, which brought them huge losses

They were **not satisfied with the sales performances and results**. Upsell, referral and cross sales weren't at desired level

They **failed to manage campaigns well and accurately** nor to adequately implement customer segmentation **for further communication and placement of the right offer**

They didn't have a system for personalised and automated communication with customers, so **customers didn't receive timely and relevant information**

They **lost a lot of time** due to inadequate and non-automatised analytics and databases

They had good business results, but they **wanted to have more new customers**

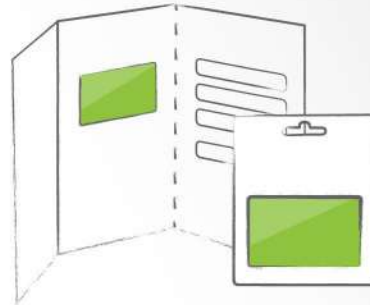
They had customers who were **not satisfied with their status** or insufficient customer care

HOW WE HAVE SOLVED THESE CHALLENGES FOR SUCCESSFUL COMPANIES

We try to offer solutions that really help, solutions that save time and resources and are completely in line with modern business requirements – high-quality, complete and effective solutions.
We have applied this to our loyalty system, by offering everything in one place:



PLASTIC CARDS
OF ALL KINDS



APPLICATION FORMS,
CARD HOLDERS
AND PACKAGES



MY SPOTLIGHT – CRM,
LOYALTY AND GIFT
SOLUTION



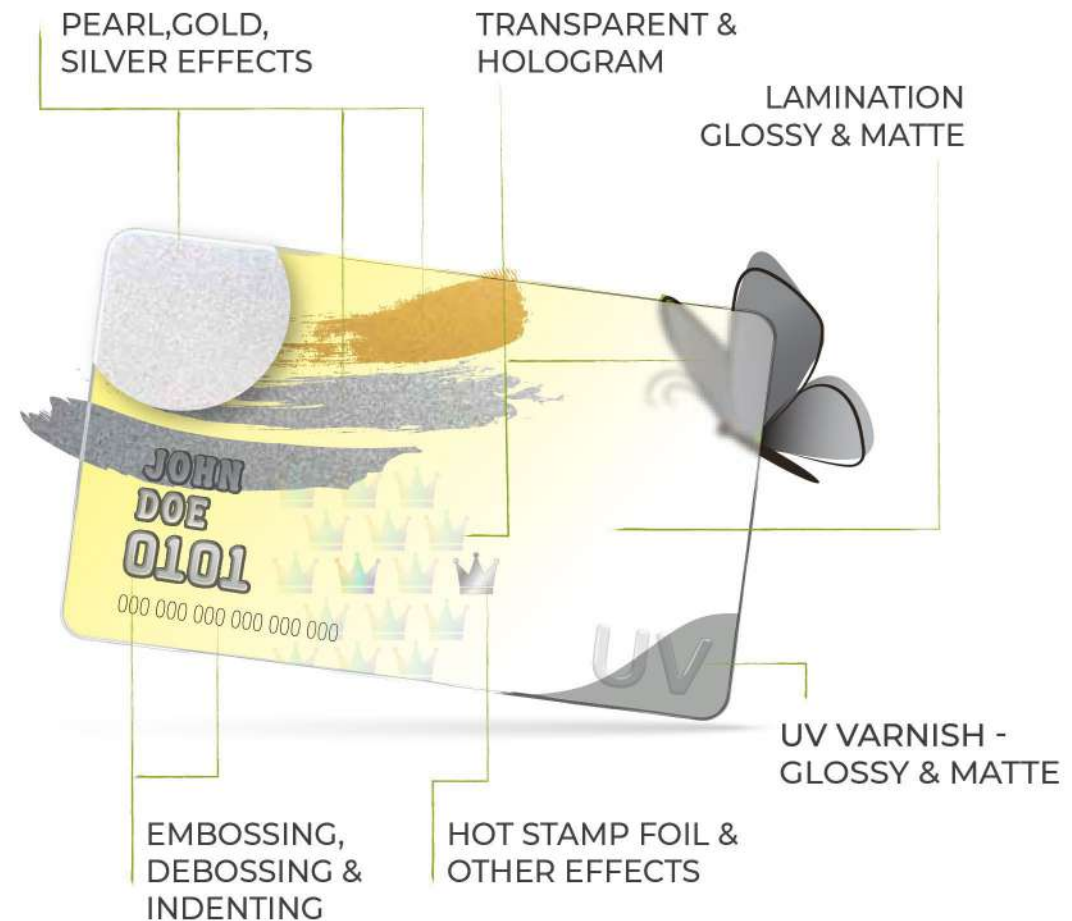
MARKETING CONSULTING
IN THE FIELD OF
LOYALTY MANAGEMENT

PLASTIC CARDS

types & effects

Cards Print produces plastic cards of various types and for various purposes, whose main characteristics are eye-catching design, high quality (durability) and practical application that encourages sales.

Personalising cards and applying different effects in the printing process allows you to get a solution that emphasises the uniqueness of your cards and sets you apart from others.



EYE-CATCHING DESIGN



DURABILITY



PRACTICAL APPLICATION



LOYALTY CARDS

GIFT CARDS

NON-STANDARD CARDS

OTHER CARDS

bonus cards, membership cards, VIP cards etc.

CONTACT CHIP
smart and memory



PLASTIC CARDS

technologies

According to your business needs as well as projects you are working on, our plastic cards can be integrated with various types of modern technologies:

CONTACTLESS CHIP
RFID, NFC chips

MAGNETIC STRIP

BARCODE, QR CODE

AND OTHER TECHNOLOGIES



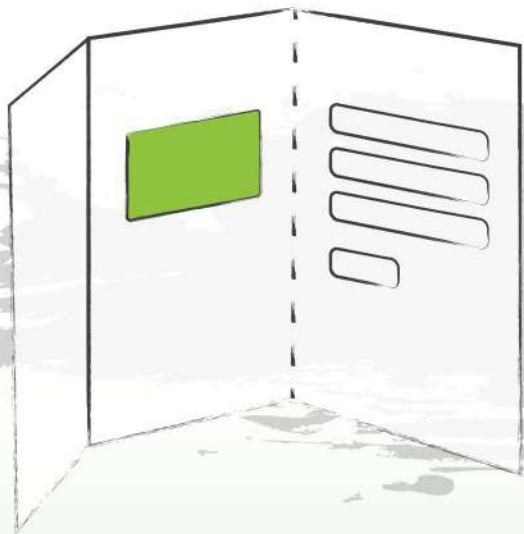
0012345054567



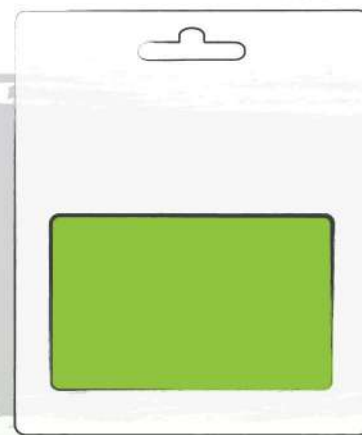
APPLICATION FORMS, CARD HOLDERS AND PACKAGES

In addition to the software solution, plastic and virtual cards, we have improved the offer for retail companies by including application forms, barcode labels, card holders and card packages. By having everything in one place, our clients:

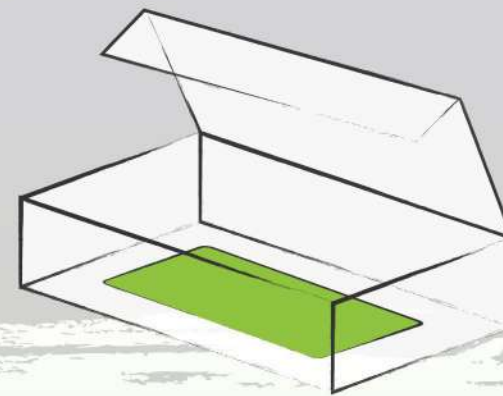
- ▶ Save time and other resources
- ▶ Simplify and speed-up the process of attracting new members
- ▶ Improve company image and reputation
- ▶ Improve their marketing strategy



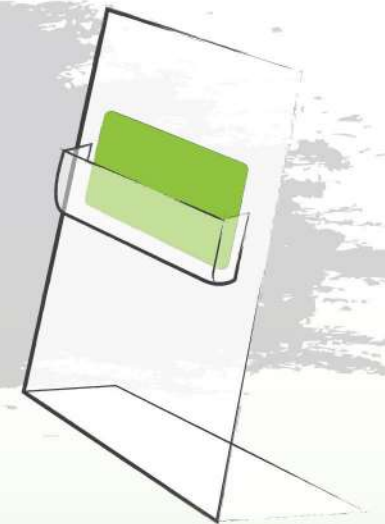
APPLICATION FORMS



CARD HOLDERS



CARD PACKAGES



CARD DISPLAYS

SOLUTION FOR YOUR LOYALTY & GIFT PROGRAMS



My SpotLight is a multifunctional software solution that combines loyalty and gift programs with the customer relationship management (CRM).

My SpotLight enables creation of digitised database of your clients, as well as management of advanced analytics and promotional campaigns based on comprehensive knowledge of your customers behaviour and their habits.

Segmentation and monitoring of customer behaviour

Adjustment of parameters according to your needs

Integration with cash registry systems (ERP/POS), e-commerce systems, web shop systems, etc.

Virtual cards as part of mobile application

Effective personalised communication with clients

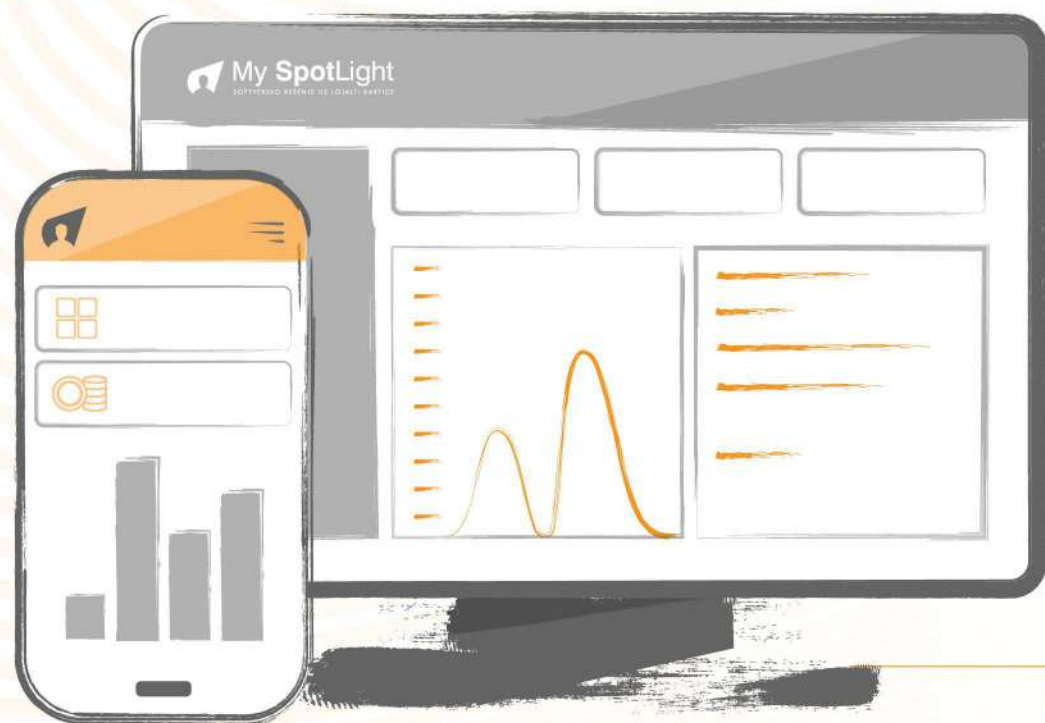
Customised tools and modules increasing revenues and profits

Real-time analytics and reporting, on any device – computer, tablet or mobile

Web and mobile application (Android and iOS)

Reasons

WHY CLIENTS LOVE IT



It's simple

It's easy to use and provides unparalleled user experience (UX)

Cloud solution (SaaS)

enables access from any device and cloud storage

It's flexible

it can be adjusted to specific ideas and needs of clients

White Label

possibility of branding according to client needs

It's cost effective

saves client's money and resources

It's safe

provides maximum data security

CONSULTING

we take care together

As a responsible company with a professional team and extensive experience, we have completed the entire loyalty solution with a consulting service as an option to support clients who do not have enough human resources or who find it easier to outsource the entire loyalty program.



Assessment of needs for customer loyalty program –
Loyalty Assessment



Managing the entire loyalty marketing: creating, setup, adjustment and monitoring marketing campaigns through various communication channels (social networks, E-mail, SMS, Viber, push notifications, etc.)



Planning and realisation of **personalised marketing campaigns**



Training in the fields of building, development and optimisation of loyalty programs



Customer support 24/7 – managing all incoming calls (call centre), production of plastic cards and fulfilment equipment, loyalty help desk



Data Management – collecting data, data entry and data processing



Technical support 24/7 – My SpotLight software installation and setup, adjustment of individual functionalities to specific client's demand

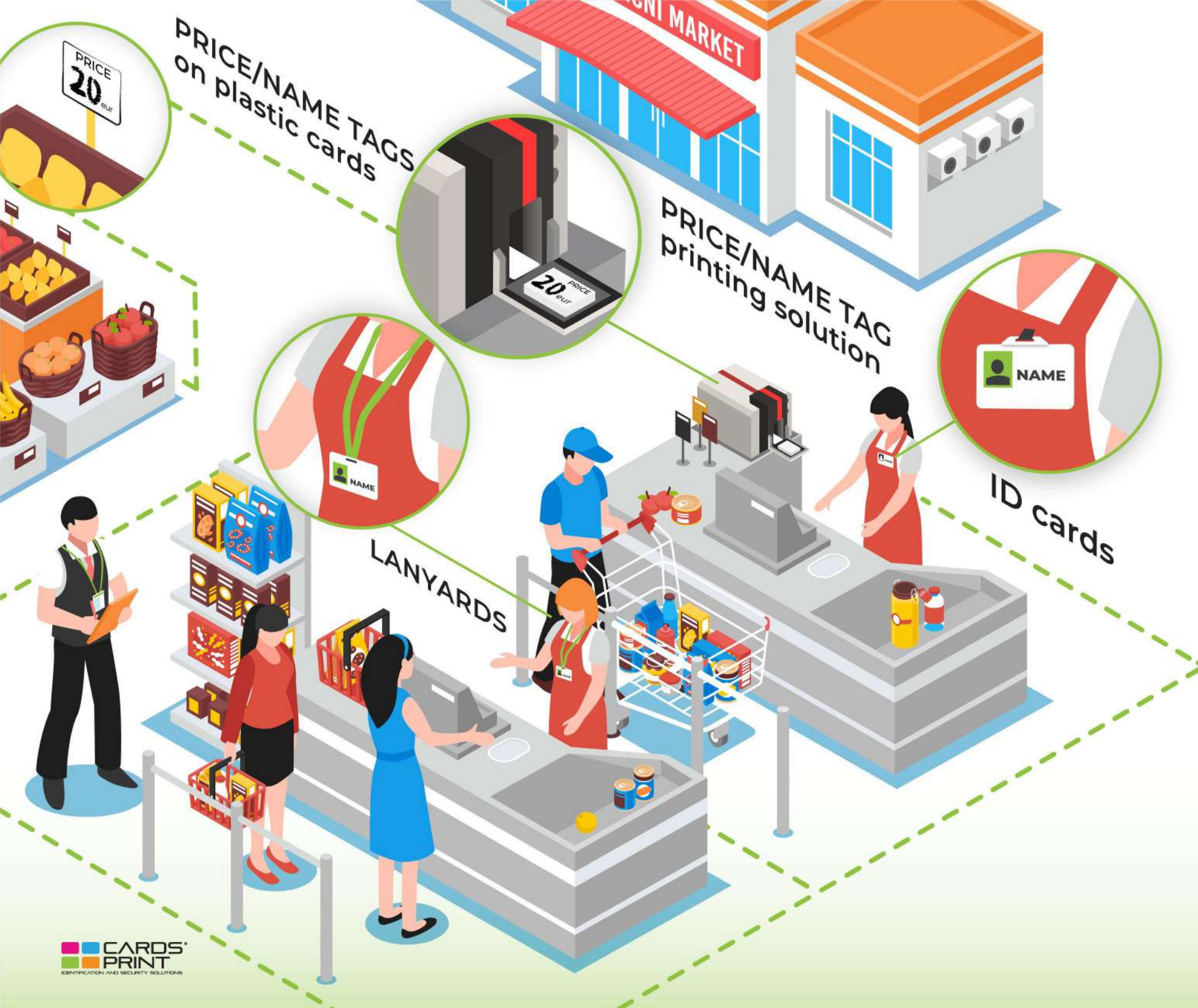


Analytics and reports – advanced analytics management and reporting

OTHER SOLUTIONS

Through multi-year cooperation and active listening to the needs of our clients, we have completed the offer for retail companies with our other products and solutions.

- ▶ Edikio solutions: price tag, name tag
- ▶ Plastic card printers
- ▶ Lanyards
- ▶ ID accessories (card holders, yo-yo card holders, magnet holders, 3D stickers, etc.)
- ▶ ID cards
- ▶ RFID media



Contact



+381 65 6853 703

+381 60 3805 437

+381 11 4141 540



Novoseljanski put 38d, 26000 Pancevo, Serbia



info@cards-print.com



www.card-sprint.com



CardsPrintdoo (<https://www.facebook.com/CardsPrintdoo/>)



cards.print (<https://www.instagram.com/cards.print/>)



Ivan Urošev ([linkedin.com/in/ivan-urosev-548742130/](https://www.linkedin.com/in/ivan-urosev-548742130/))

