

Plastic card with bar code as the loyalty card



Overview

Bar codes usually include EAN code, UPC code, Code39 code, ITF25 code, Codebar, Code93, Code128 and so on. Among them, EAN code is widely used in the world and has become the basis of electronic data interchange (EDI). The UPC code is primarily used in the United States and Canada. In a variety of bar code applications, Code39 code can be created by numbers and letters, making it the most common bar code in the internal management of various industries. So [barcode card](#) is frequently used in our life.

QR (Quick Response) code is a popular encoding method on mobile devices in recent years. It can store more information than the traditional bar code and can also indicate more data types, for example an address or a website etc.

Applications

Bonus card
Discount card
Gift card
Loyalty card
Membership card
Privilege card
Rewards card
VIP card



Specifications

Product	BAR CODE CARD
Material	PVC, PET, ABS
Dimension	CR80 (85.7mm x 53.9mm)
Thickness	30mil (0.76mm) or customized
Laminated	Glossy or Matt
IC chip	N/A
Printing	CMYK by offset printing Spot colors by screen printing
Magnetic stripe	LoCo 300oe /HiCo 2750oe 3 tracks, 12.7mm width Black, Gold, Silver
Signature panel	White/ Transparent
Personalization	Bar code, black D.O.D printing, Ink jet printing, Thermal printing
Packing	Neutral packaging 200/ 250/ 500 cards per unit box 2,000/ 3,000/ 5,000 cards per master carton