

# **GPS integrates with Pannovate to offer clients customised and bespoke payment cards regardless of card manufacturer**

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24 November 2016

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This innovative and collaborative partnership has created a unique solution allowing Global Processing Services (GPS) clients to offer personalised card designs agnostic of card manufacturer. Using the latest technology and with the focus on the end cardholder in mind this collaboration has created a step change which will revolutionise card usage and engagement. Personalisation is now an expected option: a recent survey found that 80 per cent of consumers would choose to upload an image to their card where possible.

The tight integration makes our solution effective across a wide range of sectors from retail to loyalty programmes. It also reduces commitment and risk, which have been endemic among traditional methods of card operation and personalisation. The prolific use of mobile phones, as demonstrated by the ‘selfie generation’ means that this integration arrives at the optimum time, operational and financial efficiency can now keep pace with consumer demands.

GPS is the market leading processor among both established emerging payments companies and the most innovative Fintech businesses; a PCI-DSS Level 1 Service Provider accredited globally by Visa and Mastercard, GPS offers global solutions with access to banking schemes such as BACS and SEPA. A distinguishing feature of the GPS platform is its flexibility; the GPS solution facilitates multi-level parameter based configuration allowing control over practically every aspect of a prepaid, debit or credit scheme, enabling our clients to develop tailored, innovative, differentiated programs which meet all compliance requirements.

Pannovate’s unique technology enables total customisation of the card design and production process - from the largest batches down to individual cards. Retailers can design their own cards, and can even offer fully personalised cards to customers using the super-intuitive design portal. Such sophisticated functionality- and choice has been thus far beyond the scope of the card sector but now: this partnership opens up the possibilities for personalised cards.

Suresh Vaghjiani, Managing Director (EMEA) GPS, said ‘We continue to provide our customers with unparalleled services. We wanted to provide our customers with the ultimate in speed (to market), flexibility and sophistication but without the cost. We looked at several partners but most could only give our customers very limited choice. But with Pannovate, we have both back-end flexibility and a customer front-end which is only limited by the customer’s imagination. We haven’t seen any other technology that provides so many features but in an intuitive and user-friendly manner’.

Pavle Ljubic, CEO, Pannovate, said ‘We are very pleased to be working with GPS, a market leader in payments processing. By combining GPS expertise in leveraging bespoke prepaid products across a number of sectors, with Pannovate’s vision for a user-friendly, flexible and platform- neutral solution, we can define

exciting new opportunities for the digitally led transformation of prepaid cards. As both GPS and Pannovate develop, manage and support all of their technology in-house, we never have to say no to our customers.”

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## **About Global Processing Limited**

[www.globalprocessing.net](http://www.globalprocessing.net)

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### **Images:**

1. <https://journalink-static.s3.amazonaws.com/releases/916b671dc8b0a51d0d2683a26a3c2181.png>

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