



## PRESS RELEASE

### **Atlantic Zeiser presents cutting edge technologies for card personalization at Prepaid Expo in Las Vegas**

Focusing on significant benefits for the entire payment card value chain including substantially lower personalization costs and shortened lead time for increased supply chain flexibility, the market leader in card personalization presents remarkable innovations using its proven OMEGA drop on demand (DoD) Piezo technology. Atlantic Zeiser will be located in booth #139 at the Prepaid Expo in Las Vegas, February 22-24, 2010.

#### **West Caldwell, NJ, February 2, 2010 -**

Atlantic Zeiser Group is a world-leader in card personalization solutions offering complete system solutions for Flat Financial Cards from magstripe to full EMV cards that significantly lower the cost per card. Years of pioneering ink jet technology has led to the establishment of DoD printing as an allowed personalization technology with all major payment networks.

“Following the acceptance of DoD based personalization by payment networks, the two-sided CARDLINE VERSA solution is widely being utilized by most major perso bureaus. AZ is pleased to represent our full range of financial card personalization solutions at this important event,” said Tom Coco, President of Atlantic Zeiser Inc., “This new technology revolutionizes the entire PrePaid Card Industry allowing for increased card volumes and lower card costs without the more expensive and less productive embossing or thermal applications.”

New and enhanced Atlantic Zeiser solutions featured at the show meet the needs of all, from Program Managers, Financial Institutions, and Processors to Card Manufacturers. One important new feature is High Quality White Ink Printing improving the look and feel for cards using dark backgrounds. This now allows issuers increased and unique diversification opportunities.



Atlantic Zeiser delivers optimized High Productivity personalization solutions for Prepaid Cards, Gift Cards, Debit Cards and other types of financial cards whether open loop or closed loop:

- CARDLINE VERSA for magstripe card personalization with high precision magnetic encoding, both LoCo and HiCo
- CHIPLINE for contactless card and sticker personalization
- PERSOLINE for EMV card personalization

The core element of all these Atlantic Zeiser systems is the in-house designed OMEGA DoD Inkjet Printing technology with print resolutions of up to 720dpi and speeds of up to 30'000 cards per hour.

#### **About Atlantic Zeiser**

The Atlantic Zeiser Group is a world-leader in industrial high-security coding and personalization technologies, offering total system solutions to governments and industries such as printing, plastic card, telecom, pharmaceutical, banking, packaging, labels and cosmetics. The company specializes in the industrial application of sensitive variable data onto various types of media - while ensuring full data and process integrity.

AZG serves its customers through nine facilities in Europe, the Americas and Asia with additional sales and support offices in 50 nations.

Atlantic Zeiser customers can choose from a wide variety of modular building blocks and scalable software platforms within the core technologies of inkjet printing, laser marking, chip programming, magnetic encoding, product transport, product tracking, data verification and more. These can be effectively combined to achieve the most efficient system solution tailored to virtually any customer specific need.

#### **CONTACTS**

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