NEWS RELEASE

# CPI Card Group Creates Contactless Clubcard for Supermarket Tesco

7/19/2017

LITTLETON, Colo.--(BUSINESS WIRE)-- **CPI Card Group** and long-standing partner supermarket Tesco, have worked in collaboration to relaunch the Tesco Clubcard across the UK.

As part of CPI Card Group's innovative approach to card technology it worked to configure and create a state-of-the-art, contactless loyalty card for Tesco that will redefine the loyalty market and revolutionize the way the consumer interacts, with a tap or hover at the till points.

Scott Maxted, Operations Director of CPI Card Group – UK, Ltd., comments, "CPI has invested significantly in market leading capabilities to increase capacity and innovate our markets, including a unique high-speed personalization platform that encodes RFID and magnetic stripe while offering dual DOD inkjet personalization to both faces of the card, in one pass."

Instrumental in the development of the contactless card and the bespoke red core, CPI leveraged vast experience from within the group in the UK and USA, from advising on the technology requirements to the functionality and aesthetics, pooling its expertise in design, technology, IT, manufacture, personalization and fulfillment.

Nick Cahn, Managing Director of CPI Card Group – UK, Ltd., said, "We are proud to have delivered such an innovative product for Tesco. The new RFID loyalty Clubcard will help Tesco make further enhancements to what is already a fantastic reward program. The hardwork and dedication of our team, who personalized more than a million card and fob packs per week to bring this complex project to fruition ahead of schedule, is what makes CPI the market leader in the loyalty and gift card sectors."

Simon Pepperdine, Tesco Clubcard Project Manager, said, “Tesco Clubcard is one of the most uniquely helpful things we do and it’s our way of saying thank you to our customers for shopping with us. We’ve listened to customers and we’re delighted to have made Clubcard even simpler and easier to use by working in partnership with CPI Card Group to introduce a brand new contactless card.”

**CPI Card Group – UK, Ltd.**, has two manufacturing facilities and a design center which cater to the needs of the gift, loyalty and membership markets, offering a breadth of physical and digital card-based and fob solutions.

## About CPI Card Group

CPI Card Group is a leading provider in payment card production and related services, offering a single source for credit, debit and prepaid debit cards including EMV chip, personalization, instant issuance, fulfillment and mobile payment services. With more than 20 years of experience in the payments market and as a trusted partner to financial institutions, CPI’s solid reputation of product consistency, quality and outstanding customer service supports our position as a leader in the market. Serving our customers from ten locations throughout the United States, Canada and the United Kingdom, we have the largest network of high security facilities in North America, each of which is certified by one or more of the payment brands: Visa, MasterCard, American Express, Discover and Interac in Canada. Learn more at **www.cpicardgroup.com**.

View source version on businesswire.com: **http://www.businesswire.com/news/home/20170719006393/en/**

Source: CPI Card Group

ICR Inc. for CPI Card Group

Laura Anderson, 203-682-8267

**media@cpicardgroup.com**