



## For the SpeedLine Loyalty System\*

### CARD THICKNESS AND SIZE

- CR-80 (industry standard credit/bank card size)
- 30 microns thick

### CARD TYPE

- PVC photo grade card

### MAG STRIPE

- HICO stripe recommended



### ENCODING

Encoding of Track I with the following is required:

1. %B starting sentinel
2. Unique-per-card alphanumeric data (each card must have a unique value)
3. Question mark (?) track ending character
4. Example: %BYOURSTORENAME1234567890?

1. There is no minimum size for the track data, but each card must have a unique value.

2. Do not use %BSL on the cards, as the SpeedLine employee cards reserve that prefix.

### SUPPLIERS

You may purchase cards from any supplier, provided they meet the specifications outlined. Here are a few suppliers to get you started:

1. ID Superstore ([idsuperstore.com](http://idsuperstore.com))
2. Plastic Resource ([plasticresource.com](http://plasticresource.com))
3. ID Card Group ([idcardgroup.com](http://idcardgroup.com))
4. Archway ([archway.com](http://archway.com))

### OTHER CONSIDERATIONS

**Setup Fee:** There is always an initial setup fee for new card designs, especially if there is custom artwork involved. Fees may range from \$25 to \$75 and up.

**Color options:** Card printing is the biggest expense involved in purchasing loyalty cards. The cost of the card may be only 15 to 20 cents each, but adding a full-color image to the card can add another dollar or two to the price. The least expensive option is a white or solid-color card with a 1- or 2-color imprint. Full-bleed, full-color printing is most expensive.

\*Note: If you choose to use another loyalty program (not the built-in SpeedLine Loyalty), consult that company for card specifications.