



CASE STUDY: FINANCE

Spending money never felt so good. (Really.)

The Challenge

A global payment processing company came to Material ConneXion with a desire to broaden the reach of its banking business. The goal was a banking card that was clearly different from the rest and would create a true connection with consumers.

Key Requirements

- + Materiality
- + Durability
- + Material Experience

The Discovery

With the rigorous demands of a banking card in mind (this thing needs to fit in every ATM on the planet), MCX gathered an array of viable solutions from a range of industries including: packaging, medical, consumer electronics, cosmetics, and toys.

The suggestions included durable card materials, coating and laminating solutions for aesthetic impact, as well as new printing options to customize the numbers and letters on the card.

The Material Solution

The company is presently rolling out some of the options in their new line of customizable and highly sought-after cards for consumers.

Material Landscape provides select resources through material deliveries and focused project workshops on topics such as:

- + Sustainability
- + Efficiency Evaluation
- + Competitive Analysis
- + Product Evaluation
- + Opportunities Analysis
- + Material Trends

**Material
ConneXion**[®]
Every idea has a material solution.™

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