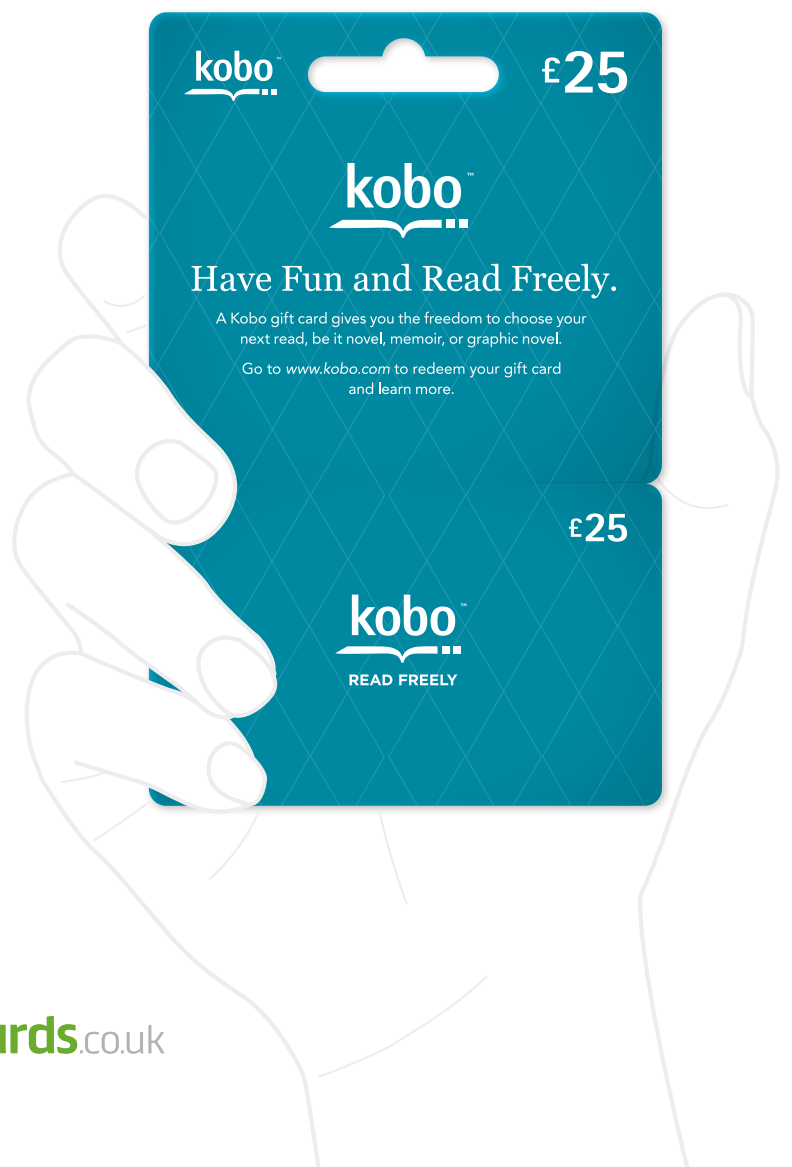


# Kobo for epay

## Case Study





## Summary

epay is one of the UK's leading electronic payment solution providers, the service behind transactions at over 150,000 points of sale.

As part of Euronet Worldwide, epay brings retailers and partners together in 29 countries to increase their sales and revenue. From independent to large multiple retailers they offer payment and distribution systems including gift cards, online gaming, mobile and bill payments, ticketing, road tolling, money transfer, lottery and loyalty schemes.

epay, were the first gift card mall operator to identify the benefits of the Green Gift Card solution. As recent entrants in to the mall market, developing their retail offering from payment processor to content provider and distributor for their customers they were looking for points of differentiation.

*The Green Gift Card was one of those points of differentiation and enough for eBook brand Kobo to choose the Green Gift Card for their UK launch with epay.*

The Kobo range included £10, £25 and £50 denomination cards that allow customers to download eBooks to handheld devices. Gift cards form part of Kobo's strategy and exposure to a new gifting audience through the epay network was a perfect fit for both brands.



## The brief

As epay's offering continues to expand and they attract ever more brands, they need to be able to get product to market quickly once contracts are signed.

In the case of Kobo, who had initially opted for traditional PVC cards, the cost and 8-12 week lead time wouldn't work for either party.

epay proposed the Green Gift Card as the solution that offered a saving in terms of cost and production turn around times.

*To fulfil epay's distribution channels, over 100,000 Green Gift Cards were required and in less than four weeks during one of the busiest times of the retail year, Christmas.*

Equal splits across three denominations printed and encoded with a magnetic stripe and DOD PIN and scratch panels were required to be turned around as quickly as possible to ensure Christmas trade was not missed. This included proofing and testing at the various retail outlets to ensure EPOS compliance. Secure picking and packing, boxing and bespoke labelling was required for each destination retailer.

Artwork was supplied by the marketing team at Kobo that would require a number of compliance checks for print and data application prior to printing.



## The execution

We provided fully managed services for this project that included:

**Artwork** – ensured all artwork met approved technical criteria for print, data application, epay brand and FSC accreditation.

**Proofing** – created PDF and digital proofs for client and processor approval.

**Data** – securely received and managed multiple, high value data files from epay through PGP keys and secure FTP.

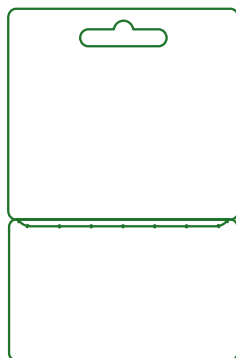
**Testing** – liaised with multiple parties (brand, epay, retailers) to test data. Provided formatted digital data proofs, a low cost method of initial data approval. This was followed by physical proofs sent direct to multiple parties for compliance and EPOS testing.

**Production** – M6 long snap format, three denominations of Green Gift Card printed, eco laminated, ram punched and cut with patented snap and data applied.

**UK deliveries** – the cards were packed and labelled in accordance with destination retailers specifications and delivered to third party distribution centres.

## The outcome

We successfully delivered 105,000 Kobo Green Gift Cards to epay's distribution centre on time ensuring the vital but optimistic launch date was met in time for the Christmas trade at the same time saving Kobo considerable cost when compared to producing their gift cards on PVC.



### GGC8

#### M6 long snap

Size: 86mm x 133mm  
 Material: Value Green Card (VGC)  
 590mic





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03303 332 250

info@GreenGiftCards.co.uk