

Nintendo for epay

Case Study





Summary

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

As part of Euronet Worldwide, epay brings retailers and partners together in 29 countries to help increase their sales and revenue. From independents 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 also the first gift card mall operator to identify the many benefits of our Green Gift Card solution. As recent entrants in to the mall market, the company were looking for points of differentiation as they developed their retail offering from payment processor to content provider. The Green Gift Card was one of those points of differentiation. In fact, leading gaming brand Nintendo became the first to choose it for their European launch with epay.

The brief

As part of their European digital gaming proposition, epay needed 480,000 Green Gift Cards for Nintendo Credits to be produced across three different card formats - with 12 artwork variations - for multiple retailers throughout Europe.

This included 28 different data formats that all required proofing and testing at the various retail outlets to ensure EPOS and POSA compliance. Secure storage, picking and packing with bespoke data labelling was also required by each destination retailer.

epay were looking for a range of Green Gift Cards on the M6 snap, M6 long no snap and M6 no snap formats that they could launch simultaneously across Europe through delivery to multiple retailers, distribution centres, stores and 3rd party merchandising partners.

As part of the project, the teams at epay and Nintendo also required assistance with design, prepress, print and data management. And once the cards were produced, they all needed to be picked and packed. The development of bespoke transport packaging to enable precise inventory management and delivery across Europe was also required.



The execution

We provided fully managed services for this project that included:

Artwork – manipulated artwork files and assets to fit the various Green Gift Card formats.

Prepress – created print ready artwork ensuring compliance with print, data, environmental and processing guidelines.

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 – liaising with multiple parties (brand, epay, retailers) to test data and 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 – printed three formats of Green Gift Card, eco laminated, ram punched and cut with patented snap and data fields applied and encoded.

European deliveries – the cards were packed and labelled in accordance with destination retailers specifications and delivered to 3rd party distribution centres and direct to multiple retail stores across Europe.

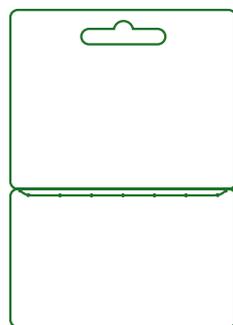


The outcome

We successfully delivered a fully managed service for the Nintendo project that was rolled out across European retailers in Germany, Italy, Spain, UK, Switzerland and Austria. Given its complexity, short lead time and a fixed launch date, Nintendo and epay chose the Green Gift Card for quicker production, real environmental benefits and sizeable cost saving.

This project would have taken considerably longer and cost up to 40% more if produced on PVC, due to the part manual production process and typical turnaround times associated with plastic cards. In addition, delivery charges would have been significantly higher based on the weight of the PVC (Green Gift Cards are half the weight of PVC).

Today, we work closely with epay, managing a high proportion of their European card requirements and in 2012 over 900,000 Green Gift Cards were produced and delivered to multiple locations to support their gift card programme.



GGC4

M6 snap

Size: 86mm x 124mm

Material: Value Green Card (VGC)
660mic

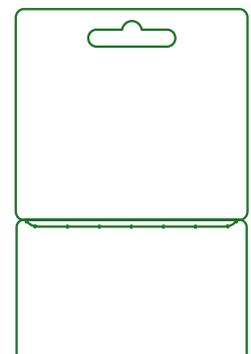


GGC7

M6 long no snap

Size: 86mm x 133mm

Material: Value Green Card (VGC)
660mic



GGC8

M6 long snap

Size: 86mm x 133mm

Material: Value Green Card (VGC)
660mic





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