

TECHNICAL STRUCTURE AND GOLDEN BENEFITS OF GIFT CARDS

The Gift Card has evolved beyond its role as a simple present. It is a complex retail and marketing instrument, built upon a foundation of durable engineering and sophisticated security layers, yielding superior business advantages that are essential in the modern retail landscape.



These are the elements that transform the card into a financial instrument, requiring seamless integration with POS Systems (Point of Sale):

Value Identification Code: Each card holds a unique Primary Account Number (PAN) and a Scanning Code (Barcode/QR Code). This is the core mechanism that allows staff (via management systems like Galaxy Access) to quickly activate, track value, and process transactions.

Core Physical Security: The Scratch-off Panel is an indispensable security component used to conceal the PIN or Activation Code. This covering is mandatory to prevent the theft of the card's value before it is legally activated.

Advanced Technology Options: Some premium cards may integrate an EMV Chip. This technology helps encrypt data, offering much better protection against card copying and counterfeiting than traditional magnetic stripes.

THE FOUNDATION OF VALUE AND SECURITY

A gift card is the product of a rigorous manufacturing process, adhering to industry standards:

PVC Core Material: Most cards are made from Polyvinyl Chloride (PVC), meeting the CR80/ISO standard. PVC is chosen for its high durability, resistance to warping, abrasion, and guaranteed compatibility with all standard card readers.

Multi-Layer Structure (Lamination): The card is constructed from multiple heat-pressed layers: A core layer for rigidity; A printing layer (often using Offset Printing technique); and an Overlay protecting the ink from scratches and UV rays, extending the card's aesthetics and lifespan.



Superior Strategic Benefits Due to Robust Structure

Utility Value for Consumers

Greater Shopping Convenience: Gift cards are used as a substitute for cash, making the payment process at the POS automatic, fast, and convenient for both customers and businesses during transactions.

Helps Customers Save Costs: Customers favor Gift Cards because they provide the benefit of saving on shopping costs through accompanying offers, thereby increasing satisfaction and reinforcing their trust in the business.

Driving Sales Revenue:

Customer Expansion: Data shows that 44% of consumers are willing to shop at a new store if that store offers gift cards.

Increased Spending: Gift card recipients often spend more than the original card value, directly bringing supplemental sales to the business.

Optimizing Seasonal Peaks:

Shopping and gifting demand surges during short holiday seasons. Gift Cards are the perfect product for these occasions, helping businesses maximize and capture strong, concentrated revenue streams.

Fostering Customer Loyalty:

Thanks to Barcode/QR Code compatibility with management systems, the card is easily used for loyalty programs and recharge incentives, fostering long-term relationships with the brand.

Enhancing Brand Recognition (Branding):

The gift card is a cost-effective marketing strategy. Unique cards that fully carry the brand identity (colors, logo) enhance recognition and help the business reach new customers



GALAXY ACCESS

