

Plastic magnetic stripe card with encoded information as the loyalty card



Overview

Plastic magnetic stripe cards are probably the most widely used loyalty cards. Encoding information within magnetic stripes is also the most widely used way to store data on loyalty cards. A plastic [magnetic stripe card](#) after encoding process can be a bank card, or [plastic keychain cards](#), or a casino loyalty card, or a hypermarket discount card, or a library card, or a fuel card etc.

According to the ISO7811 standard, the magnetic stripes can be divided into loco and hico types. The loco(300oe) or the hico(2750oe) magnetic stripe is usually used on the loyalty card.



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The magnetic stripe can be various colors according to market demand, such as gold, silver, red, green, blue, brown, black and so on. The reason why the magnetic stripes appear in different colors is caused by applying the desired color to the protective layer of the standard magnetic stripe. The color of the magnetic stripe does not affect the normal reading and encoding.

The magnetic stripe consists of three tracks: the alphanumeric track – Track 1, the digital track – Track 2 and the read/write track – Track 3. Whether the magnetic stripe can be read or encoded is mainly related to electromagnetic performance, including saturation curve slope, signal amplitude, resolution, pulsing and erasability.

Applications

Bonus card

Casino card

Discount card

Gift card

Hotel key card

Library card

Loyalty card

Membership card

Privilege card

Rewards card

VIP card





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Specifications

Product	ENCODING MAGNETIC STRIPE CARD
Material	PVC, PET, ABS
Dimension	CR80 (85.7mm x 53.9mm)
Thickness	30mil (0.76mm) or customized
Laminated	Glossy or Matt
IC chip	N/A
Printing	CMYK by offset printing Spot colors by screen printing
Magnetic stripe	LoCo 300oe /HiCo 2750oe 3 tracks, 12.7mm width Black, Gold, Silver
Signature panel	White/ Transparent
Personalization	Encoding track 1/2/3 of the magnetic stripe
Packing	Neutral packaging 200/ 250/ 500 cards per unit box 2,000/ 3,000/ 5,000 cards per master carton