

# Magnetic Tape Application

Up until today, the magnetic stripe is one of the most used technologies for storing data on a plastic card.

Even though compared to modern chip cards, only small amounts of data can be stored, the magnetic stripe has a clear cost advantage, as it is simply laminated onto the card during the normal production process.

The most efficient procedure to apply magnetic stripe onto cards is to use foils which come readily prepared with the magnetic tapes according to the production requirements.

Challenge Card Design, as the original inventor of the Tapelayer Machine and its further developments, has years of experience with the production of magnetic tape foils, and supplies them in a large variety of versions.

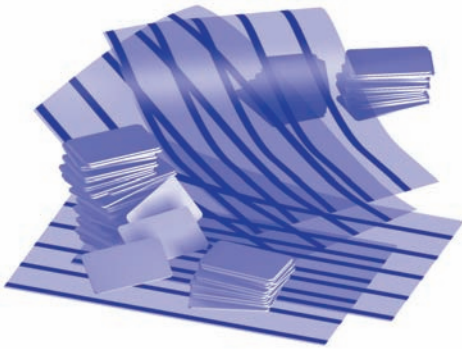
We guarantee highest flexibility towards our customers: variable positioning and magnetic stripe widths, as well as various types of magnetic stripe in different colors, applied to foils of numerous thicknesses and qualities (for example foils with hotmelt coating) on rolls or in sheets.

We apply magnetic stripes onto materials such as PVC, PC, PE, ABS, modified PET as well as thermo-sensitive materials.

We even process materials provided by our customers.



## Magnetic Tape Application



Challenge Card Design offers short delivery times and produces also individual small quantities. We keep a standard stock of transparent overlay foils, as well as hotmelt and white core foils.

The advantages are clear:

Instead of investing into machines, manpower, and cost intensive stock, simply make use of our long years of production experience and of our specialized know-how.

Instead of producing only one standard with your own tapelayer machine, profit from our flexibility and variety of materials in order to get exactly the right product in the needed quantity. With the procedure developed by Challenge Card Design, magnetic stripes are applied onto a PVC roll, which can then be processed as a roll or in sheets.

Before laminating the PVC sheets, the magnetic stripes are transferred onto the overlay with a flush-on technology.

This means that the magnetic layer is transferred without the polyester carrier, and still has a non-abrasive connection. Transport and storage are possible without any quality loss. Any credit card production materials can be used.

### Specifications of the materials and formats:

Material thickness: 40 - 300 µm (coated or uncoated)

Maximum Sheet Width: 700 mm

Maximum Sheet Length: 900 mm (or on roll)

**Magnetic Stripe:** Any hot transfer tapes, LoCo and HiCo, can be used.

Challenge Card Design keeps a stock of tapes from different suppliers. The standard width of the stripes is 12,7 mm (1/2"). Other widths are of course available as well.

With our technology, up to 11 stripes can be applied in parallel with a minimum distance of 54 mm - according to ISO measurements- and minimal tolerance. In addition, several stripes can be applied per card, as well as paper-/signature panels.

