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Permanent TSB Launches Not Just A Bank Card, But YOUR CARD

Permanent TSB, the retail banking arm of Irish Life & Permanent, is the latest issuer to allow people to customise their cards using Serverside Group technology. The exciting new service, which went live on 15 October, is available on all ATM and Laser Maestro debit cards and is being marketed simply as *Not just a Bank card, YOUR CARD* — see www.permanenttsb.ie.

Permanent TSB has taken a multi-channel approach to its marketing, comprising TV, radio, print and outdoors. It has also been promoting the service on various websites, including Bebo and MSN, and through a fantastic looking online card design competition, which is giving €200 to the top five card designs each week.

The photo card is available to cardholders free of charge until 31 December, after which it will cost €10. Cardholders can upload their own images, or choose an image from a variety of galleries, including 'Holidays', 'Sport & Leisure', 'Cute Pets' and 'Abstract'. To date, the bank says that pictures of dogs, cats and newly married couples have been particularly popular.

Serverside's cutting-edge designer allows cardholders to enlarge, rotate, move or flip their chosen image so they get just the card they want in a matter of seconds. No software downloads are needed and the entire card design process is 100% secure. Where personal images are used, these are screened by Serverside's image checking facility based in New Zealand.

Eamon Martin, Manager, Online Development and Mobile Banking, Permanent TSB, commented:

“We’re thrilled to be offering this unique and innovative card personalisation service, and are extremely pleased with the high level of cards it has generated so far. The card design competition is going down particularly well, and is proving a hit with all age groups. All in all, it’s proved a real success and we look forward to working closely with Serverside in the future.”

James Pendley, CEO, Serverside Group, added:

“We’re delighted that Permanent TSB’s campaign is proving so popular with the Irish public. They’ve done a fantastic job of marketing the new service on- and offline and it’s really paying dividends. There’s a huge public demand for photo cards and Permanent TSB, very clearly, is benefiting from it.”

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About Serverside

Founded in 2003, Serverside Group is the global technology leader in digital card design and a provider of innovative software solutions to issuers, personalisation bureaus and card manufacturers. The company’s two flagship products are *AllAboutMe*, a web-based application that allows cardholders to design their own unique payment card online, and *Virtual Portfolio*, a web-based management tool enabling issuers to rapidly launch card campaigns of any size, adjust them in real time and print cards on demand. Serverside currently has 52 signed clients in 19 countries covering more than 200 card programs globally.

Serverside Group is headquartered in London and has offices in Taipei, New York, Chicago and Auckland. The company has strategic alliances with Visa and Datacard Group. For more information and to see a live card demonstration, visit www.serversidegroup.com.