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ICMA Announces Winners of Élan Awards for Card Manufacturing Excellence

Best of the Best in Global Card Industry Recognized During Virtual Ceremony

PRINCETON JUNCTION, N.J.—November 4, 2020—The [International Card Manufacturers Association \(ICMA\)](#), a global trade association for card manufacturers, personalizers, issuers and suppliers, announced today the winners of the prestigious 2020 [Élan Awards of Excellence](#), which celebrate the pinnacle of design innovation, security and technical achievements in the global card industry.

Jeffrey Barnhart, ICMA founder and executive director, revealed the winners during a ceremony as part of [ICMA Connect, A Global Virtual Forum & Trade Show](#), which was live-streamed on November 4 & 5.

“Each year, the Élan Awards cast a spotlight on the best of the best in the global card industry, honoring world-class achievements in both card design and technological advances that will power the future of the industry,” said [Jeffrey Barnhart](#), executive director and founder of ICMA. “Even during these unprecedented times, this year’s entries were just as impressive as ever, pushing the boundaries with new advances, superior manufacturing techniques, innovative security features and superb design quality.”

With entries from North America, the Middle East, Asia, Europe and other areas of the world, the [Élan Awards of Excellence](#) drive innovation within the card industry to ultimately strengthen the entire card business.

The 2020 winners and finalists in the acclaimed Élan Awards of Excellence include:

Best Supplier/Vendor New Product, Service or Innovation

- Winner: Mühlbauer Inc. for their MB ALFRESCO® Protec (liquid coating)
- Finalist: Liveo Research Srl for NATURKIND (100% recycled PVC core and overlay) made for Melia Jardines Del Teide
- Finalist: Covestro LLC for their Plation® F - Card (made with novel core material leveraging thermoplastic polyurethane foam for facilitating the embedding of electronic components in a safe and durable way)

Best Personalization & Fulfillment (P&F) Product, Service or Project

- Winner: CPI Card Group for the Oxygen Debit Card Package for Oxygen Bank
- Finalist: Burgopak for the Xinja Debit Card Mastercard Package for Xinja
- Finalist: PLI Card Marketing Solutions for the Scent-sational Popcorn Card n' Carrier for Cinemark

MANUFACTURING EXCELLENCE AWARDS

Loyalty, Promotional and Gift Cards

- Winner: Goldpac Limited for the 2019 Siren Series SR Kits for Starbucks (China) Company Limited
- Finalist: Valid (USA) for the Walmart U.S. Happy Holiday Snow Globe Card for First Data Corp. (FDC)
- Finalist: Valid (USA) for the Target Just Married Card for Stored Value Solutions (SVS)/Target

Best Secure Access ID Card

- Winner: Gemalto-Thales for the Wyoming Driver License for the Wyoming Department of Transportation (WYDOT) Driver License Card
- Finalist: Hengbao Co, Ltd for the Lingyuntong Anniversary Card for Yunfu Lingyunyi Card Technology Co, Ltd

Unique Innovation

- Winner is Gemalto-Thales for the American Express Green Reclaimed Ocean Plastic Card for American Express
- Finalist: PLI Card Marketing Solutions for the Sustainable Star EcoFoil Card for Macy's
- Finalist: Wuhan Tianyu Information Industry Co., Ltd for the Spring, Summer, Autumn, Winter, We Dream All the Way Card for Industrial and Commercial Bank of China (ICBC)

Best Secure Payment Card

- Winner: CPI Card Group for the BMW Debit Card for US Bank/BMW
- Finalist: CPI Card Group for the RCI Ocean EMV Card for Barclay's/RCI
- Finalist: G+D Mobile Security GmbH for the Fingerprint Card for CRÉDIT AGRICOLE

Best Secure Metal Payment Card Subcategory

- Winner: CPI Card Group for PSCU Corporate Card for PSCU
- Finalist: CompoSecure L.L.C. for the Morgan Stanley Premier CashPlus Debit MasterCard for Morgan Stanley
- Finalist: Giesecke+Devrient (China) Technologies Co., LTD for the Infinite Visa Credit Card of China CITIC Bank for China CITIC Bank

Judging encompassed three categories: card suppliers, personalization and fulfillment and card manufacturing. The 2020 judges included ICMA Standards Representative David Tushie of Magellan Consulting, Scott Magnacca of Linxx L.L.C. and John Schneiderhan of Klöckner Pentaplast.

To learn more about the benefits of ICMA membership, visit [icma.com](https://www.icma.com).

Invaluable Networking and Industry Connection

Since 1990, the annual [ICMA Card Manufacturing & Personalization EXPO](#) has served as the world's only manufacturing-focused global card conference and exhibition. A global meeting of leading card industry professionals, the EXPO is replete with information sharing and networking opportunities.

Geared to prepare attendees for the changing future of the card industry, presentations feature valuable insight on trends and new technologies, as well as market forecasts. EXPOs regularly feature more than 50 exhibitors, made up of global industry leaders who manufacture and supply materials and services to the card manufacturing and personalization industry.

In addition to its annual EXPO, ICMA offers its members two other important events through the year. [CardTREX North America](#) and [CardTREX Europe](#) are geographic-specific conferences that focus on regional trends, challenges, opportunities and emerging technologies for card manufacturers, personalizers and suppliers. Each one-and-a-half days long, the conferences are geared to technical and production staff, as well as executives and business owners in the transaction card industry. The conferences also feature tours of local members' plants. Throughout the year, ICMA hosts live webcasts featuring expert tips from card manufacturers, personalizers and issuers about the card industry.

Webcasts are archived and members may access them on ICMA's website. Sample topics include, "European Card Market Statistics," "Card Security: Ink Solutions and Trends in Security Features" and "Effectively Designing and Introducing New Trends in Card Design."

Cutting-Edge Training, Education

ICMA maintains several industry-leading training and education programs about card manufacturing. These include the [Advanced Card Education \(ACE\)](#) program, which provides information on key areas of the industry, as well as online tutorials and webinars on specific topics from card industry experts and leading industry suppliers.

The ACE program is the global standard of recognition for advanced knowledge of the card manufacturing industry. There is a certification level curriculum and designations offered in manufacturing, personalization and advanced technologies. The newest addition to the program is [ACE-Commercial](#), a virtual training series, which offers education to various segments of member companies. The ACE program is designed to offer companies an edge in an intensely competitive field. As the demand for experts grows, continual training and expertise is crucial for individuals—and companies—to stay ahead of the crowd.

ICMA continues to invest in education for its members, keeping them knowledgeable and current on new innovations in the marketplace.

CITE

The [Card Industry Training & Education \(CITE\)](#) program provides a basic overview of the industry, its history and manufacturing processes. It provides a basic education for individuals new to the card industry or who otherwise want a better understanding of the industry. The self-led online course covers general card manufacturing, personalization and applications.

Key sections of the CITE curriculum include card history, card markets, industry scope, card product categories, card manufacturing, materials, components, card-based financial transactions, industry trade associations, basic concepts of card personalization, data recording technologies, machine-readable recording technologies and the card personalization process. There are self-tests at the end of each section.

Card Manufacturing Magazine

Published six times a year globally, [Card Manufacturing](#) is the flagship publication of ICMA. The magazine outlines industry news and trends, member news, product releases, standards updates and member/ACE spotlights.

Technical Standards Reports

ICMA officially participates in two major standards organizations, the International Standards Organization (ISO) and the American National Standards Institute (ANSI). An ICMA representative attends ANSI and ISO meetings, offering card manufacturing and personalization perspectives to the standard-making bodies and providing guidance to members about forthcoming changes to standards.

ICMA maintains representation on both of these committees through its official standards representative, David Tushie of Magellan Consulting. Tushie is at the forefront of current and emerging standards for all types of cards and related devices. ICMA maintains a library of

reports published by Tushie detailing outcomes of ISO and ANSI meetings from 2011 to present that impact the card manufacturing process.

Global Market and Personalization Statistics Reports

[ICMA publishes two annual reports](#) that analyze the industry and assess the industry's present environment and future. Designed to assist ICMA member companies with strategic planning, the reports are segmented by global views, industry verticals and geographic regions and they cover trends in manufacturing, personalization, and fulfillment statistics. The reports are free to members.

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About ICMA

Celebrating its 30th anniversary in 2020, ICMA is a nonprofit association of card manufacturers, personalizers, suppliers and related industry participants. With more than 200 members globally, ICMA is a resource for industry issues, including the production, technology, application, security and environmental issues of cards. More information is available at icma.com.