

# Inauguration of 1LINK Personalization Bureau



1LINK is pleased to announce the launch of state of the art, end-to-end (E2E) Card Personalization and Fulfillment service – 1LINK Personalization (Perso) Bureau, which was inaugurated by the Chairman of the Board, Mr. Aameer Karachiwalla in the presence of other Board members. It is established to support and enable members to comply with SBP mandate to issue EMV cards. This launch will catalyze the adoption of PayPak and be vital step towards achieving strategic goal of financial inclusion of unbanked and underserved population of Pakistan.

1LINK Perso Bureau has deployed Matica S7000e and Inline Mailer system which enables the facility to offer un-matched advantages such as:

- Throughputs up to 2,000 cards per hour of magstripe cards and 600 cards per hour of EMV cards.
- Quick time to market.
- End to End cardholder data encryption.
- Latest technology integration.
- Scalable architecture on-field easy upgrade.
- Wide range of application from flat to embossed cards.
- All in one Card production, attach, printing, folding, inserting system.

1LINK has launched 1<sup>st</sup> PayPak EMV Debit Card for FINCA Microfinance Bank Ltd. and are also offering services to ADVANS Pakistan Microfinance Bank and would like to extend its personalization services to all institutions which aim to increase their business reach and revenues through the PayPak Card payment industry. PayPak cards have already crossed one million mark on magstripe and now 1LINK looks forward to quick adoption of PayPak EMV cards through this setup of Personalization Bureau.

Please contact 1LINK Business Development team at [bd@1link.net.pk](mailto:bd@1link.net.pk) for further information.

