

## Case study

### Starling Bank

A case study by:

**James Moreton**

Payments & Banking Operations Specialist



STARLING BANK

Starling Bank continues to make its presence known in the UK Banking industry, offering its mobile-only bank account to more than 320,000 people across the UK.

Following the launch of its eye-catching contactless card, the UK bank selected allpay cards to be the first supplier of its vertical debit card – a brand new card, reflecting the way people use cards in today's society.

### History

The UK bank approached allpay cards in June 2016, for the design and production of its contactless debit card, with allpay implementing Starling in just eight weeks. With Starling approaching their Banking Licence approval, the Bank required speed and agility, whilst delivering a high-quality product from a reliable, flexible supplier. allpay cards were able to provide this solution, with other UK-based suppliers unable to meet the tight timescales demanded by the bank.

### A Change of Style

Following the successful launch of its initial debit card, allpay cards partnered with Starling to design and manufacture its new personal and business account cards. With a bespoke approach, Starling and allpay cards worked to create a unique look, moving away from the standard card created by other UK banks.

Starling have removed the “clutter” from the front of the card,

placing all customer details including name and banking details on the back, with only the bank name and Mastercard logo remaining on the front. With the change of layout, the new look also provides an added security feature, making it harder for others to copy personal information.





## The allpay Partnership

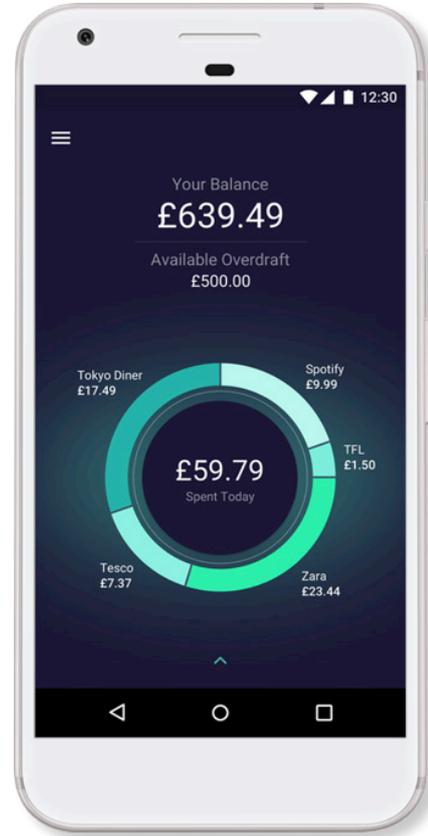
Having partnered with allpay cards for its personalisation and manufacturing capabilities two years earlier, Starling once again utilised the expertise of allpay cards' dedicated prepress, account management and production team to complete the distribution of their new and bespoke vertical card.

As part of the service, allpay cards' in-house Prepress team provided Starling with numerous pre-press artworks, finalising the teal finish for the current and dark navy for the business accounts. To achieve the Starling's required outcome, allpay cards' specialist technicians created three proofs per card, experimenting with variable pantone colours to achieve the correct and final effect.

Following approval, allpay cards' EMV and production teams provided an efficient and flexible service, including chip configuration and distribution of cards to the accountholders requested address.

James Moreton – Payments & Banking Operations Specialist said:

“ We wanted to bring the new Starling cards to market in an efficient way that felt seamless for our customers. allpay cards enabled this vision with their high-quality manufacturing and technical expertise, with professional support throughout. ”



[www.allpay.cards](http://www.allpay.cards) | [hello@allpay.cards](mailto:hello@allpay.cards)

