

PET Smart Cards

SEI creates effective card solutions designed to increase the bottom-line of your business. The inherent features and advantages of PET cards are an integral part in making this possible. PET smart cards, in any capacity, will further establish customer satisfaction with your operation, which will complement and enhance your brand and your business.

PET stands for polyethylene terephthalate: a thin and durable material that provides a wealth of features and advantages for your business.

PET Card Features

- Thin & Flexible
- Durable & Reliable
- Environmentally Friendly
- Real-Time Feedback Printing
 - Thermal
 - Rewritable
- Custom Printing
- Magnetic stripe
- Barcode
- Holograms

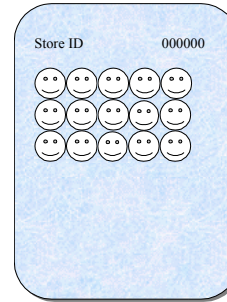
PET Card Advantages

- Multiple Application Versatility
- Cost-Effective
- High-Resolution Graphics
- Exceptional Security
- High Perceived Value
- High Coercivity (magnetic strength)

PET Smart Card Applications

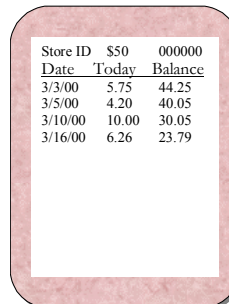
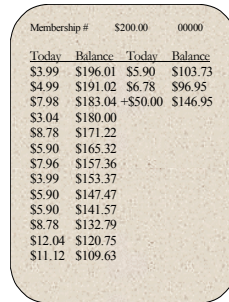
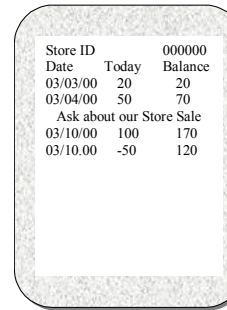
Symbol Program Features

- Symbol or company logo
- Redemption: symbols are crossed out by reader/writer when redeemed.
- Balance transfer



Points Program Features

- Trailer messaging
- Program functions
 - Sales (Earn)
 - Redemption
- Program options
 - Variable points
 - Dollar based points



Gift Card Program Features

- Real-time feedback printing
- Reload function
- Trailer Messaging

Gift Card Program Benefits

- Efficient & flexible
- Swift batch processing
- Highly secure
- Modification friendly

The above applications can operate in a stand-alone mode or be interfaced with your POS system.

Reader/Writers

Stand-Alone Version

- Acts Independently
- Keypad & Display
- Online Capability
- Large Memory
- RS-232C Serial Port



Online Version

- Operated by Host
 - POS
 - Computer
- RS-232C Serial Port
- Compact Design



Software Support

SEI will provide the necessary software support your business will need to integrate online or stand-alone reader/writers with your existing system.

Contact Information

If you have any questions; would like further information about SEI, Inc. and its products; or would like a free sample PET card please contact us.



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