

# METAL GIFT CARDS: NIKE

The Nike metal gift card has a value of **US \$150** and is redeemable for merchandise online at Nike.com, Hurley.com, Converse.com and Nike-owned and Converse-owned retail locations in the United States and Puerto Rico or by phone. A number of different designs and card finishes were tested as samples initially. The approved card was made from hi grade stainless steel with our silver prism finish in **0.6MM/0.024"** card thickness.

The card features the iconic swoosh logo in white on the front of the card. The rear features a unique 19-digit card number as well as a 9 digits bar code (type 128). Each card had the unique number and PIN laser etched to the card. The six-digit PIN number was then hidden with a silkscreen printed layer of ink. Over 20,000 cards were dispatched to over 170 U.S. stores nationwide in the run up to the Thanksgiving holidays in 2016. Each store had a card and cardboard packaging in the shape of a Nike shoebox for promotional purposes as well as a stock of the metal gift cards.

**1% OF THE NIKE GIFT CARD SALES HELPS SUPPORT MARATHON KIDS RUNNING CLUBS IN THE U.S. - LEARN MORE AT: [www.nike.com/marathonkids](http://www.nike.com/marathonkids)**



The Nike metal gift card was entered by Pure Metal Cards into the 2017 Élan Awards for Card Manufacturing Excellence organized by the International Card Manufacturers Association (ICMA), a global trade association for card manufacturers, personalizers, issuers and suppliers. The design was the first finalist in the Loyalty, Promotional and Gift Cards category. Each year, the prestigious ICMA Elan Awards casts a spotlight on the best of the best in the global card industry, honoring world-class achievements in both card design and technological innovation. Widely acknowledged as the most recognized award platform, the Elan Award is the Oscar's equivalent for card development excellence.

**FOR MORE INFORMATION ABOUT 2017 ICMA ELAN AWARD - LEARN MORE AT: [www.icma.com/initiatives/elan-awards](http://www.icma.com/initiatives/elan-awards)**

