



CardzGroup

B2B Brand Voice Guide

Consistent Messaging Across Every Buyer Touchpoint

CONFIDENTIAL

Vertical: RFID & Smart Card Solutions

Products: Hotel Key Cards, RFID Wristbands, Smart Tokens, PVC Cards, Contactless Smart Cards

Headquarters: Shenzhen, China

Prepared: March 2026

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B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

Brand Personality Spectrum

Where CardzGroup sits across key brand dimensions. The teal bar indicates current positioning; adjust to align with strategic goals.



Brand Archetype Summary

PRIMARY ARCHETYPE	SECONDARY ARCHETYPE	PERSONALITY TONE
<p>The Expert</p> <p>Western-trained engineers delivering manufacturing precision at scale</p>	<p>The Bridge Builder</p> <p>Connecting Western quality standards with Chinese manufacturing efficiency</p>	<p>Technically Assured</p> <p>Precise and confident, backed by ex-Gemalto expertise</p>

Voice Pillars

The 4 foundational traits that define how CardzGroup communicates in every B2B interaction.

Reliability

CardzGroup delivers on every promise — from lead times to chip specifications. With 600M+ annual PVC capacity and offices in 5 countries, supply chain consistency is not aspirational, it is operational reality. Every commitment is backed by contractual SLAs and a 17-year track record of on-time delivery.

EXAMPLE

"Our 10-day standard lead time is backed by a contractual guarantee. In 17 years, our on-time delivery rate has never dropped below 97%."

Technical Expertise

Founded by ex-Gemalto senior management, CardzGroup brings deep RFID and smart card engineering knowledge to every client engagement. From MIFARE DESFire EV3 encryption protocols to T5577 compatibility mapping across lock vendors, we speak the language of hotel access control at the chip level.

EXAMPLE

"Our engineers will map your ASSA ABLOY VingCard system's frequency requirements, recommend the optimal MIFARE chip variant, and deliver pre-encoded test cards within 72 hours."

Western Standards

100% Western-owned and managed, CardzGroup operates to European quality assurance standards while leveraging Chinese manufacturing economics. Visa and Mastercard certified production lines. European Chamber of Commerce China membership. International management practices with full English-language documentation and support.

EXAMPLE

"Western-owned precision. Chinese manufacturing efficiency. Every card produced on our Visa-certified lines undergoes the same quality protocols used by Tier-1 bank card issuers."

Global Reach

With offices in Shenzhen, Hong Kong, South Africa, Pakistan, and the UK, CardzGroup provides localized support across major hospitality markets. Our multi-continent presence means regional account management, local-language support, and supply chain proximity to your properties — wherever they are.

EXAMPLE

"Our Johannesburg office supports the entire African hospitality corridor — from Kigali to Cape Town — with same-region account management and 5-day regional delivery."

Tone by Channel

How CardzGroup's voice adapts across B2B touchpoints while maintaining brand consistency.

CHANNEL	TONE	KEY CHARACTERISTICS	EXAMPLE PHRASING
RFP Responses	SPECIFICATION-LED	Chip-level technical specs, lock system compatibility matrices, ISO compliance documentation, pricing tiers by volume	<i>"Per Section 3.1, our MIFARE Classic 1K cards are ISO 14443A compliant, tested across ASSA ABLOY VingCard Vision and Essence platforms..."</i>
Trade Shows	TECHNICAL DEMO	Live encoding demonstrations, card-to-lock compatibility testing, side-by-side quality comparisons with competitor cards	<i>"Let me encode this DESFire EV3 card and tap it on three different lock systems right here — see the universal compatibility yourself."</i>
LinkedIn	THOUGHT LEADER	RFID technology trends, magstripe-to-RFID migration insights, mobile key + physical card coexistence analysis	<i>"Mobile key adoption is at 15% for major chains. The other 85% of guest entries still need a physical card. Here's why the smartest hotels invest in both."</i>
Email Outreach	CONSULTATIVE	Lock system identification, chip recommendation, sample offer, reference to specific chain or region	<i>"Hi [Name], I noticed your Accor property in Bangkok runs Dormakaba Saflok locks. We supply compatible MIFARE Ultralight C cards at 40% below your current per-unit cost..."</i>
Website	CONFIDENT	Product-led navigation, lock compatibility finder, instant quote calculator, trust signals prominent	<i>"Trusted by 500+ brands worldwide. 50M+ cards produced annually. Ex-Gemalto expertise, competitive pricing."</i>
Customer Support	SOLUTION-FIRST	Encoding troubleshooting, lock compatibility verification, rush order coordination, replacement dispatching	<i>"We've identified the encoding issue. Your replacement batch of 5,000 MIFARE Classic 1K cards ships from..."</i>

replacement dispatching

IK cards ships from Shenzhen within 48 hours."

Channel Priority Matrix

PRIMARY CHANNELS

- RFP / Bid responses
- Direct sales email outreach
- Trade shows (HITEC, The Hotel Show)

SECONDARY CHANNELS

- LinkedIn thought leadership
- Website / product pages
- Lock vendor partner referrals

SUPPORTING CHANNELS

- Technical spec sheets (PDF)
- Sample kit programs
- Lock compatibility guides

B2B Vocabulary Guide

Standard terminology for hotel RFID procurement communications. Use the preferred term consistently across all materials.

<p>RFID Key Card</p> <p>Plastic card / Badge</p> <p>Positions the product as technology, not commodity</p>	<p>Lock System Compatibility</p> <p>Works with locks</p> <p>Technical framing for cross-vendor support</p>	<p>Supply Partner</p> <p>Vendor / Supplier</p> <p>Elevates the relationship positioning</p>
<p>Chip Architecture</p> <p>Card type / Technology</p> <p>Demonstrates deep RFID engineering knowledge</p>	<p>Per-Unit Total Cost</p> <p>Price / Cost per card</p> <p>Includes encoding, shipping, and replacement factoring</p>	<p>Property</p> <p>Hotel / Building</p> <p>Industry-standard terminology for hotel sites</p>
<p>Custom Card Program</p> <p>Branding / Printing</p> <p>Full-service: design, print, encode, deliver</p>	<p>Migration Pathway</p> <p>Switching / Upgrade</p> <p>Structured approach to magstripe-to-RFID transition</p>	<p>Credential Lifecycle</p> <p>Card lifespan / Durability</p> <p>Technical framing for card replacement planning</p>

Words to Always Avoid

<p>✔ USE INSTEAD</p> <ul style="list-style-type: none"> "ISO 14443A compliant, tested across 5 lock platforms" "Visa and Mastercard certified production facility" "Deployed across 500+ brands in 40+ countries" "Pre-encoded and ready for your Saflok system" 	<p>✘ NEVER USE</p> <ul style="list-style-type: none"> "Cheapest cards" (devalues Western quality positioning) "Made in China" as primary selling point (leads with cost) "Works with everything" (overpromise on compatibility) "Best quality" (unsubstantiated superlative)
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Writing Samples by Context

Reference examples showing how the voice pillars and vocabulary apply in real B2B scenarios.

RFP EXECUTIVE SUMMARY

"CardzGroup has been a trusted RFID supply partner to the global hospitality industry since 2009. Our Hotel Key Cards, RFID Wristbands, and Contactless Smart Cards are engineered for lock system compatibility across ASSA ABLOY, Dormakaba, Onity, Salto, and MIWA platforms. With European Chamber of Commerce China membership and Visa & Mastercard certified production lines, we offer a procurement program designed to reduce per-unit credential costs while ensuring zero-defect encoding reliability across your entire property portfolio."

COLD EMAIL OPENING

"I noticed your Hilton franchise properties in Southeast Asia are currently running Dormakaba Saflok RT locks with magstripe credentials. At CardzGroup, we've helped similar multi-property operators migrate to MIFARE Ultralight C cards — cutting per-unit costs by 35% while adding RFID security features. We can ship a free sample kit encoded for your exact lock system within 5 business days."

LINKEDIN POST

"The hotel industry's magstripe-to-RFID migration is accelerating, but it's not just about swapping card technology. It's a complete credential lifecycle rethink: chip security levels, lock vendor compatibility, guest experience, mobile key coexistence, and per-door cost modeling. Here are the 3 questions every procurement director should ask before choosing their RFID card supplier."

TRADE SHOW ELEVATOR PITCH

"CardzGroup manufactures RFID hotel key cards for 500+ brands worldwide. We're Western-owned with ex-Gemalto management running Visa-certified production lines in Shenzhen. The result? European quality standards at competitive Asian pricing. We test compatibility with every major lock platform — I can encode a card for your specific system right here in 30 seconds."

Brand Origin Story (Approved Version)

"Founded in 2009 by ex-Gemalto senior executives, CardzGroup was built on a clear thesis: the hotel industry deserved a smart card supplier that combined Western quality assurance with Chinese manufacturing economics. Our founders saw procurement teams stuck between expensive European card manufacturers and unreliable low-cost Chinese alternatives. We created a third option — a 100% Western-owned WFOE in Shenzhen with Visa and Mastercard certified production lines, serving 500+ brands across hospitality, banking, telecoms, and access control. Today, CardzGroup produces over 50 million cards annually, with regional offices in Hong Kong, South Africa, Pakistan, and the UK delivering localized support to our global client base."

Visual Tone Guidelines

Visual communication standards that reinforce CardzGroup's brand voice across all B2B materials.

Photography Style

- Close-up product shots: card held against hotel door lock, RFID wristband on guest wrist
- Clean manufacturing facility shots showing production line precision
- No generic stock photos; always real CardzGroup products in real hotel settings
- Macro photography of chip modules and antenna patterns for technical credibility
- Side-by-side print quality comparisons (CMYK, Pantone, metallic, hologram)

Data Visualization

- Lock compatibility matrices: visual grid showing card vs. lock system support
- Per-unit cost comparison charts: CardzGroup vs. RFID Hotel, PLI, ID&C, MoreRFID
- Clean chart styles with teal for CardzGroup data, gray for competitors
- Card lifecycle timeline: encoding, deployment, replacement cycle
- Always cite chip manufacturer specs (NXP, HID) when referencing performance data

Document Design

- Consistent header/footer branding on all spec sheets and proposals
- Lock compatibility table on first page of every product spec sheet
- One-page product summaries: card photo, specs, compatible locks, pricing tiers
- RFP response template with pre-built compliance checklist sections
- QR code on printed materials linking to digital product catalog

Email & Presentation

- Email signatures include lock system logos for immediate credibility
- Presentations: max 6 lines per slide, lead with lock compatibility data
- Include a "client logo wall" showing 500+ brand trust signals
- End every presentation with a free sample kit CTA and lock system selector
- Attach one-page spec sheets as PDF — never Word documents

Certification & Trust Badges

Always display relevant certifications prominently on the first page of RFP responses and on product spec sheets.

Visa Certified

Production Line

Mastercard Certified

Production Line

EUCCC Member

European Chamber
China

ISO 14443A/B

RFID Compliance