

B2B Email Templates for RFID Hotel Key Cards

Copy-ready email templates for every stage of the hotel key card procurement cycle

14 TEMPLATES 5 SEQUENCES B2B HOTEL PROCUREMENT 100% CUSTOMIZABLE

How to Use These Templates

Each template is designed for B2B hotel procurement outreach by CardzGroup. Replace bracketed placeholders with prospect-specific details. Reference compatible lock systems (ASSA ABLOY, Dormakaba, Onity, Salto, MIWA) and chip types (MIFARE Classic 1K, Ultralight, DESFire, T5577) relevant to each property.

✉ PLATFORM COMPATIBILITY

- HubSpot -- Sequences & Templates
- Salesforce -- Email Templates
- Outreach.io -- Sequence Steps
- Mailchimp -- Campaign Builder
- Any CRM with email templates

📋 CUSTOMIZATION CHECKLIST

- Replace [bracketed placeholders] with property specifics
- Reference their lock system brand (ASSA ABLOY, Dormakaba, etc.)
- Mention relevant chip type for their property tier
- Update CTA links to www.cardzgroup.com landing pages
- Add UTM parameters for tracking

💰 B2B BEST PRACTICES

- Keep subject lines under 50 characters
- Personalize with property name and buyer name
- Reference their lock system or current card type
- Include one clear CTA per email
- Follow up within 3-5 business days

Recommended Email Sequence Timeline

TEMPLATE	TRIGGER / TIMING	CATEGORY	OPEN RATE
Cold Outreach #1: Introduction	Initial prospecting	OUTREACH	25-35%
Cold Outreach #2: Value Prop	Day 4 after #1	OUTREACH	20-30%
Cold Outreach #3: Social Proof	Day 8 after #1	OUTREACH	18-25%
Cold Outreach #4: Sample Offer	Day 14 after #1	OUTREACH	22-30%
Cold Outreach #5: Final Touch	Day 21 after #1	OUTREACH	15-22%
Trade Show Follow-Up #1	24-48 hrs after event	FOLLOW-UP	45-60%
Trade Show Follow-Up #2	1 week after event	FOLLOW-UP	35-45%
Trade Show Follow-Up #3	3 weeks after event	FOLLOW-UP	25-35%
Sample Kit Follow-Up	Day 5 after delivery	FOLLOW-UP	40-55%
RFP Response Cover	With RFP submission	FOLLOW-UP	50-65%
Reactivation Email	90 days inactive	NURTURE	20-30%
Upsell: Wristbands + Fobs	After first order	NURTURE	30-40%
Q1 Budget Planning Reminder	November-December	RETENTION	35-45%
Mid-Year Procurement Review	June-July	RETENTION	30-40%

ALL 14 TEMPLATES

- Cold Outreach #1: Introduction
- Cold Outreach #2: Cost Savings
- Cold Outreach #3: Social Proof
- Cold Outreach #4: Sample Offer
- Cold Outreach #5: Final Touch
- Trade Show Follow-Up #1
- Trade Show Follow-Up #2
- Trade Show Follow-Up #3
- Sample Kit Follow-Up
- RFP Response Cover
- Reactivation Email
- Upsell: Wristbands + Fobs
- Q1 Budget Planning
- Mid-Year Review

TEMPLATE 01

Cold Outreach #1: Introduction with Gemalto Pedigree

COPY EMAIL

SUBJECT: RFID Key Cards for [Hotel Name] -- Western-Owned Manufacturer, China Pricing

CARDZGROUP

RFID Key Card Solutions for Your Property

Hi [First Name],

I came across [Hotel Name]'s recent [expansion / renovation / new property opening] and wanted to reach out.

At CardzGroup, we manufacture **RFID hotel key cards, wristbands, and smart tokens** from our Shenzhen facility -- 50 million+ cards per year capacity with the fastest lead times in the industry.

What makes us different from other key card suppliers:

1. **Ex-Gemalto senior management** -- our founders built the smart card division at the world's largest card manufacturer before starting CardzGroup in 2009
2. **100% Western-owned** -- European Chamber of Commerce China member, Visa and Mastercard certified
3. **Full lock compatibility** -- ASSA ABLOY, Dormakaba, Onity, Salto, and MIWA systems all supported

We supply major international brands across hospitality, banking, telecoms, and access control. I would like to understand what lock system [Hotel Name] uses so I can recommend the right chip type for your property.

Would you be open to a 15-minute call this week?

SCHEDULE A CALL

[Your Name]

[Your Title]

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TEMPLATE 02

Cold Outreach #2: Cost Savings vs Current Supplier

COPY EMAIL

SUBJECT: How [Hotel Name] can cut key card costs by 30-40%

CARDZGROUP

Cut Your Key Card Costs Without Cutting Quality

Hi [First Name],

Following up on my note last week. I wanted to share a specific data point that might be relevant to [Hotel Name]'s procurement budget.

Most hotels we work with were paying **\$0.80-\$1.50 per MIFARE Classic 1K card** from their previous supplier. CardzGroup delivers the same chip, same quality, same lock compatibility at **30-40% lower cost** -- because we manufacture directly in Shenzhen rather than reselling from a distributor.

For a [X]-room property replacing cards [Y] times per year, that translates to **[\$savings] annual savings** on key cards alone.

And it is not just about price:

- **Faster lead times** than any competitor (we own the factory)
- **Custom printing** with your brand, no minimum on artwork changes
- **Free chip compatibility testing** with your specific lock system

Would a quick pricing comparison be useful for your next procurement cycle?

GET A CUSTOM QUOTE

[Your Name]

[Your Title]

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Cold Outreach #3: Production Scale & Social Proof

COPY EMAIL

SUBJECT: 50 million cards/year -- why scale matters for [Hotel Name]

CARDZGROUP

Production Scale That Protects Your Supply Chain

Hi [First Name],

I know procurement teams at hotel chains worry about two things: consistent quality and reliable supply. Let me address both.

CardzGroup by the numbers:

- 50M+ cards per year production capacity
- 600M+ PVC cards total manufacturing capacity
- Founded 2009 by ex-Gemalto senior management
- 5 offices (Shenzhen HQ, Hong Kong, South Africa, Pakistan, UK)
- European Chamber of Commerce China certified member
- Visa & Mastercard certified manufacturer

We serve major international brands across hospitality, banking, telecoms, and access control. Our hotel clients range from independent boutique properties to international chain portfolios.

The reason hotels stay with us: we combine Western quality management (our team literally built Gemalto's card division) with direct-from-factory pricing.

Can I send you a sample kit with cards pre-programmed for your [lock system brand]?

[REQUEST SAMPLE KIT](#)

[Your Name]

[Your Title]

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Cold Outreach #4: Free Sample Kit Offer

COPY EMAIL

SUBJECT: Free sample kit: RFID key cards compatible with [Lock Brand]

CARDZGROUP

Your Complimentary RFID Key Card Sample Kit

Hi [First Name],

Rather than me telling you about our quality, I would rather let you test it yourself.

I have put together a complimentary sample kit for [Hotel Name] that includes:

- MIFARE Classic 1K card -- the industry standard for most hotel locks
- MIFARE Ultralight card -- cost-effective option for high-volume properties
- MIFARE DESFire EV2 card -- highest security for luxury and corporate hotels
- T5577 card -- compatible with legacy 125 kHz lock systems
- Custom-branded sample -- showing our print quality with your logo
- Lock compatibility reference card -- which chips work with which locks

The kit ships from Shenzhen via DHL and arrives within 5-7 business days. No strings attached -- it is the fastest way to evaluate us as a supplier.

What is the best shipping address for [Hotel Name]?

[CONFIRM SHIPPING ADDRESS](#)

[Your Name]

[Your Title]

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Cold Outreach #5: Final Touch with Volume Pricing

COPY EMAIL

SUBJECT: Last note -- volume pricing locked until [date]

CARDZGROUP

Volume Pricing Available

Hi [First Name],

I know timing is everything in hotel procurement, so I will keep this brief.

We are currently offering **locked volume pricing** for new hotel accounts through [date]. For properties ordering 10,000+ cards annually, this includes:

- **Tier 1 pricing** on MIFARE Classic 1K and Ultralight cards
- **Free custom artwork setup** (normally \$150-300 per design)
- **Net 30 payment terms** for qualifying accounts
- **Complimentary DESFire EV3 sample pack** for security evaluation

If the timing is not right now, no problem at all. I will check back next quarter when your procurement calendar resets.

But if [Hotel Name] is evaluating key card suppliers for this cycle, I would welcome the chance to quote.

[REQUEST VOLUME PRICING](#)

[Your Name]

[Your Title]

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B Trade Show Follow-Up

3 TEMPLATES

TEMPLATE 06

Trade Show Follow-Up #1: Same-Day

[COPY EMAIL](#)

SUBJECT: Great meeting you at [Trade Show] -- your RFID sample kit

CARDZGROUP

Following Up from [Trade Show]

Hi [First Name],

It was great meeting you at [Trade Show Name] today. I enjoyed learning about [Hotel Name]'s plans for [specific topic -- lock system upgrade, new property opening, card supplier review].

As promised, here is what I am sending your way:

- **RFID key card sample kit** with MIFARE Classic, Ultralight, DESFire, and T5577 samples
- **Lock compatibility matrix** for ASSA ABLOY, Dormakaba, Onity, Salto, and MIWA
- **Volume pricing sheet** for your property size

I will have the sample kit shipped to [address you discussed] within 48 hours of the show.

Looking forward to continuing our conversation. Are you available for a call [next week]?

[SCHEDULE FOLLOW-UP CALL](#)

[Your Name]

[Your Title]

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TEMPLATE 07

Trade Show Follow-Up #2: One Week

[COPY EMAIL](#)

SUBJECT: Your CardzGroup sample kit has shipped -- tracking inside

CARDZGROUP

Your Sample Kit Is On Its Way

Hi [First Name]

Hi [First Name],

Your RFID key card sample kit shipped yesterday. Here are the details:

Tracking: [tracking number]

Carrier: DHL Express

Estimated delivery: [date]

Inside the kit you will find cards for each major chip type we discussed at [Trade Show]. I have also included a **custom-printed sample** with your [Hotel Name] logo so you can see our print quality firsthand.

Once the kit arrives, I would love to schedule a 20-minute call to walk through which chip type works best with your [lock system brand] and discuss pricing for your annual volume.

[BOOK A REVIEW CALL](#)

[Your Name]

[Your Title]

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TEMPLATE 08

Trade Show Follow-Up #3: Value-Add

[COPY EMAIL](#)

SUBJECT: MIFARE Classic vs DESFire -- which chip for [Hotel Name]?

CARDZGROUP

Chip Selection Guide for Your Property

Hi [First Name],

Since we connected at [Trade Show], I thought this resource might be useful as you evaluate key card options for [Hotel Name].

We just published our "**MIFARE Classic vs DESFire: Complete Hotel Buyer's Guide**" -- a technical comparison of the two most popular hotel key card chips. It covers:

- Memory capacity and what it means for multi-application cards
- Encryption levels and which hotels need DESFire's AES-128
- Lock system compatibility by brand (ASSA ABLOY, Dormakaba, Onity, Salto, MIWA)
- Total cost of ownership over 3-5 years
- When Ultralight or T5577 might be the smarter choice

I can also put together a **custom pricing comparison** based on your specific chip requirements and annual volume. Just let me know your lock system and how many rooms across your portfolio.

[DOWNLOAD THE GUIDE](#)

[Your Name]

[Your Title]

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C Follow-Up & RFP

2 TEMPLATES

TEMPLATE 09

Sample Kit Follow-Up

[COPY EMAIL](#)

SUBJECT: How did the RFID key card samples test with your [Lock Brand]?

CARDZGROUP

Sample Kit Feedback

Hi [First Name],

Your CardzGroup sample kit was delivered on [date]. I wanted to check in and hear your team's first impressions.

A few questions that might help us move forward:

1. **Which chip type worked best** with your [Lock Brand] system?
2. **Print quality** -- did the custom-branded sample meet your brand standards?
3. **Card feel and durability** -- how does it compare to your current supplier's product?

If any of the samples did not work with your locks, I can troubleshoot remotely. We maintain a [compatibility database for 200+ hotel lock models](#) and can recommend the exact chip configuration.

Are you available for a 20-minute call this week to discuss next steps?

[SCHEDULE FEEDBACK CALL](#)

[Your Name]
[Your Title]
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TEMPLATE 10

RFP Response Cover Email

[COPY EMAIL](#)

SUBJECT: CardzGroup RFP Response -- [Hotel Name] RFID Key Card Supply

CARDZGROUP

RFP Response: RFID Key Card Supply

Hi [First Name],

Please find attached CardzGroup's response to [Hotel Name]'s RFP for RFID key card supply (Ref: [RFP number]).

Key highlights from our proposal:

Pricing: Volume-tiered pricing for MIFARE Classic 1K, Ultralight, and DESFire EV2/EV3 cards with additional discounts for multi-property agreements across your portfolio.

Lead Times: 2-3 week production from order confirmation. Emergency orders can be fulfilled in 7-10 days from our 50M+ capacity Shenzhen facility.

Lock Compatibility: Confirmed compatibility testing with your [Lock Brand] system. We can pre-encode cards to your specifications before shipping.

Quality Assurance: Every batch undergoes 100% chip testing before shipment. European Chamber of Commerce China, Visa, and Mastercard certified.

I have also included a sample kit shipment schedule and references from comparable hotel properties we currently supply.

Do you have 30 minutes next week for a proposal review call?

[BOOK REVIEW CALL](#)

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[Your Title]
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D Nurture & Upsell

2 TEMPLATES

TEMPLATE 11

Reactivation for Dormant Leads

[COPY EMAIL](#)

SUBJECT: Still looking for a reliable key card supplier?

CARDZGROUP

Quick Update from CardzGroup

Hi [First Name],

We connected a few months ago about RFID key cards for [Hotel Name]. I understand timing may not have been right then.

Since we last spoke, a few things have changed at CardzGroup that might be relevant:

-- **New DESFire EV3 cards** now available -- highest security encryption for luxury and corporate properties

-- **RFID wristband program** launched for resorts (silicone and fabric options with cashless payment capability)

-- **Reduced lead times** -- we have expanded capacity and can now deliver custom orders in 2 weeks

If your procurement cycle is coming up, I would welcome the chance to provide an updated quote. If you have already selected a supplier, I would appreciate knowing so I can update my records.

Either way, thank you for your time.

[GET UPDATED PRICING](#)

[Your Name]
[Your Title]
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TEMPLATE 12

Upsell: Key Cards to Wristbands + Fobs

[COPY EMAIL](#)

SUBJECT: Beyond key cards -- RFID wristbands for [Hotel Name] guests

CARDZGROUP

Expand Your RFID Program

Hi **[First Name]**,

Thank you for choosing CardzGroup as your key card supplier. Your latest order of [X] MIFARE Classic cards is in production and on track for [delivery date].

I wanted to introduce two additional products that hotels in your tier are adding to enhance the guest experience:

RFID Wristbands (Silicone + Fabric):

- Ideal for pool areas, spa access, and resort environments where cards are impractical
- Cashless payment capability for F&B and retail outlets
- Custom-branded with your property's logo and colors
- Same MIFARE chip compatibility as your existing key cards

RFID Key Fobs:

- Compact alternative for fitness centers, parking, and loyalty programs
- Durable ABS housing rated for 5+ years
- Compatible with your existing [Lock Brand] system

I can add wristband and fob samples to your next order shipment at no charge. Would that be useful?

[ADD SAMPLES TO MY ORDER](#)

[Your Name]
[Your Title]
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E Seasonal Procurement

2 TEMPLATES

TEMPLATE 13

Q1 Budget Planning Reminder

[COPY EMAIL](#)

SUBJECT: 2027 key card budget planning -- lock in pricing now

CARDZGROUP

Annual Budget Planning: RFID Key Cards

Hi **[First Name]**,

As [Hotel Name] finalizes budgets for the coming year, I wanted to ensure RFID key card supply is covered with **locked pricing and guaranteed allocation**.

For annual commitments confirmed before [date], CardzGroup is offering:

- **Price lock** on MIFARE Classic 1K, Ultralight, DESFire, and T5577 cards for the full year
- **Scheduled delivery program** -- quarterly shipments to match your occupancy cycle
- **Free artwork changes** for seasonal or promotional card designs (unlimited for annual accounts)
- **Priority production** status for emergency orders during peak season

Based on your usage last year of approximately [X] cards, I have prepared a draft

Based on your usage last year of approximately [X] cards, I have prepared a draft annual supply agreement with volume pricing. Would you like me to send it over?

[REQUEST ANNUAL QUOTE](#)

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[Your Title]
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TEMPLATE 14

Mid-Year Procurement Review

[COPY EMAIL](#)

SUBJECT: Mid-year review: [Hotel Name] key card supply

CARDZGROUP

Mid-Year Supply Review

Hi [First Name],

We are halfway through the year and I wanted to review [Hotel Name]'s key card supply status with you.

Your H1 summary:

- Cards ordered: [X] units across [Y] orders
- Average delivery time: [Z] business days
- Chip types used: [MIFARE Classic 1K / DESFire / etc.]
- Custom artwork versions: [number]

Looking ahead to H2, here are a few items to consider:

1. **Peak season preparation** -- should we increase your Q3/Q4 order quantities?
2. **New product evaluation** -- our DESFire EV3 and RFID wristband lines are now available for your property type
3. **Pricing review** -- if your volume has increased, you may qualify for our next pricing tier

Would you like to schedule a 30-minute review call to plan your H2 supply?

[SCHEDULE REVIEW CALL](#)

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[Your Title]
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B2B Hotel Supply Intelligence Platform