

# Personalised cards take the biscuit for Tunnock's.

Global consumer brand Tunnock's design a personalised card to showcase its brand

## Customer:



Tunnock's

## Location:



West of Scotland

## Our service:



Personalised Card Solution

**Designing and creating their own personalised card has provided a real talking point for one of Scotland's most recognised brands.**

Founded in 1890, family firm, Tunnock's is still based in Uddingston in the West of Scotland. Producing iconic products including the caramel wafer and Tunnock's teacakes, the company now sells into countries around the world.

### Showcasing a much-loved brand

As part of the company's regular catch-ups with long-standing Commercial Cards provider, Bank of Scotland, Client Development Director, Richard Humphries, mentioned personalised cards. "No other card company offers personalised cards as a generalised solution to all clients," explains Richard. "As well as being a fantastic way to help a brand stand out, it helps to clearly differentiate a company card from a cardholder's personal card."

Bill Gow, Finance Director at Tunnock's was immediately interested. "Tunnock's is a fun brand and this seemed to fit with those values. For us, it wasn't so much about brand awareness (given that Tunnock's is pretty well known) but rather about extending that brand."

Card personalisation is available through Bank of Scotland's Commercial Cards Internet Servicing Platform, and at a cost of just £10 per card, offers an effective and affordable option for businesses of all sizes.



An example of the Bank of Scotland's Commercial Cards personalisation.



**"The process of designing the card and uploading the image to the Bank's system was very straightforward."**

Bill Gow, Finance Director, Tunnock's



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### Simple, straightforward process

"One of the most difficult things for us, was to select an image to use on the card," says Bill. "Whilst talking with our Sales Director, he took one of our caramel wafer wrappers and wrapped it around a credit card - and it worked perfectly!"

"The process of designing the card and uploading the image to the Bank's system was very straightforward. The first attempt was rejected, as we had to confirm that we had permission to use the brand - that level of security was reassuring. Once we had verified that, it worked fine and 10 days later, we had the cards."

### Positive response

With the cards now being used by the six company directors across their travel and entertainment expenses, they have become a real talking point. "We've had lots of positive feedback whenever we've used the cards," says Bill. "They provide a positive spin for the firm and certainly cause a stir. We've actually had a number of people asking if they can get one for themselves - and I guess that's because we've used such an iconic brand image on the cards, and because it works incredibly well."



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