



We create innovative card packaging solutions for global brands and market leaders

We are the experts in this field and provide unique packaging experiences for all our clients

ABOUT

Changing the face of the gift card industry!

Inception

BPAK was founded in Sydney Australia by our CEO Stuart Wischhusen in 2004. Stuart first saw the Patented sliding packaging mechanism while on a visit back to the UK and automatically fell in love with the product and could see the amazing potential.

After winning the SIM packaging for Vodafone Australia and New Zealand, Stuart returned to the UK to expand the business in the European market. Resulting in gaining Vodafone UK, Spain and Turkey among many others and establishing a production and fulfillment operation on the south coast. He then set his sights to expanding into the US market in 2013.

Eight years later and BPAK can count a host of Fortune 500 companies such as Amazon, Dish, Verizon and T-Mobile.

The BPAK group is now a multi-million dollar business with an exciting global expansion plan offering the most innovative and engaging packaging available.



ABOUT

Changing the face of the gift card industry!

The Mission

BPAK specialises in creating and manufacturing the most innovative and exciting packaging available.

Our products are ethically sourced and manufactured from environmentally sustainable resources. We strive to provide our clients with products that truly reflect their brand identity and delight their customers with a memorable and captivating unboxing experience.



WHY US

Sliding card packaging is what we do

At BPAK we have 20 years experience and over 50 million packs built and fulfilled. We are experts in this field and provide unique packaging for all our clients.

We're friendly and professional so rest assured you're working with the best. We also go the extra mile to make sure you're looked after throughout the entire process.

We take your brand to the next level

Today's consumers are savvy due to so much exposure to brand messaging from social media channels. It gets harder and harder to stand out from your competition. Our designs transcend the normal expectations of receiving cards and with our bespoke design service that incorporates your brand's message, you'll have the ultimate unique-to-you product that will impress your customers and have them coming back for more.



Harnessing and elevation a multi-billion dollar industry

The gift card industry is at an all time high and is only expected to increase exponentially. Consumers want more control over their purchasing decisions so choosing their own gifts means they get what they want rather than something that ends up in the back of the closet. Harnessing this industry is simple, but elevating your brand to create brand loyalty is what we do best.

WHY US

Sliding card packaging is what we do

BENEFITS FOR YOU

- + **Cost-efficient**, full-service experience with no 'middle-agencies' to consider. We design, manufacture, fulfill and deliver a customer-ready product.
- + Creates **brand loyalty** with your customers, so they not only talk about your brand but keep coming back for more.
- + **Lower fulfillment costs** – no need to factor in the laborious process of sticking plastic cards to packaging since the data is housed within the pack itself.

BENEFITS FOR YOUR CUSTOMERS

- + **Good karma** knowing they are helping to save the planet from additional plastic waste.
- + An **elevated experience** with a touch of magic when they receive their SIM, bank, loyalty or gift card.
- + **All in one solution**. No need to search for wrapping paper and a traditional card to accompany the gift.

PRODUCTS

Packaging to make your brand memorable



SIM CARDS



BANK CARDS



LOYALTY CARDS



GIFT CARDS



At BPAK our origins lay within the SIM card business and with more than fifteen years' experience and around fifty-million packs later it is safe to say we know what we are doing.

Our award-winning designs never fail to delight and are a fantastic way to make a SIM card into an exciting product.

PRODUCTS

Packaging to make your brand memorable



SIM CARDS



BANK CARDS



LOYALTY CARDS



GIFT CARDS



The rise of the FinTech sector has seen an increased desire for innovative and unique card packaging to maximise the customer unboxing experience.

BPAK have a great deal of experience in this field and we are able to work with all of the major bank card issuing and processing providers.

PRODUCTS

Packaging to make your brand memorable



SIM CARDS



BANK CARDS



LOYALTY CARDS



GIFT CARDS



What better way is there to communicate the value of your loyalty card than with a fantastic piece of packaging.

Our packs are so good they are usually kept.

PRODUCTS

Packaging to make your brand memorable



SIM CARDS



BANK CARDS



LOYALTY CARDS



GIFT CARDS



When the biggest retailer in the world approached us to create a revolutionary way to display and sell their internationally retailed gift card we jumped at the opportunity. What we brought to the market was an award-winning and undoubtedly the most delightful product to ever hit the gift card market.

VERIZON

SIM card packaging

[1](#)[2](#)[3](#)[4](#)[5](#)[6](#)

AMAZON

Gift card packaging

[1](#)[2](#)[3](#)[4](#)[5](#)[6](#)

T-MOBILE

SIM card packaging

1

2

3

4

5

6



DELTA AIR LINES

Loyalty card packaging

1

2

3

4

5

6



JCPENNEY

Gift card packaging

[1](#)[2](#)[3](#)[4](#)[5](#)[6](#)

VON MAUR

Gift card packaging

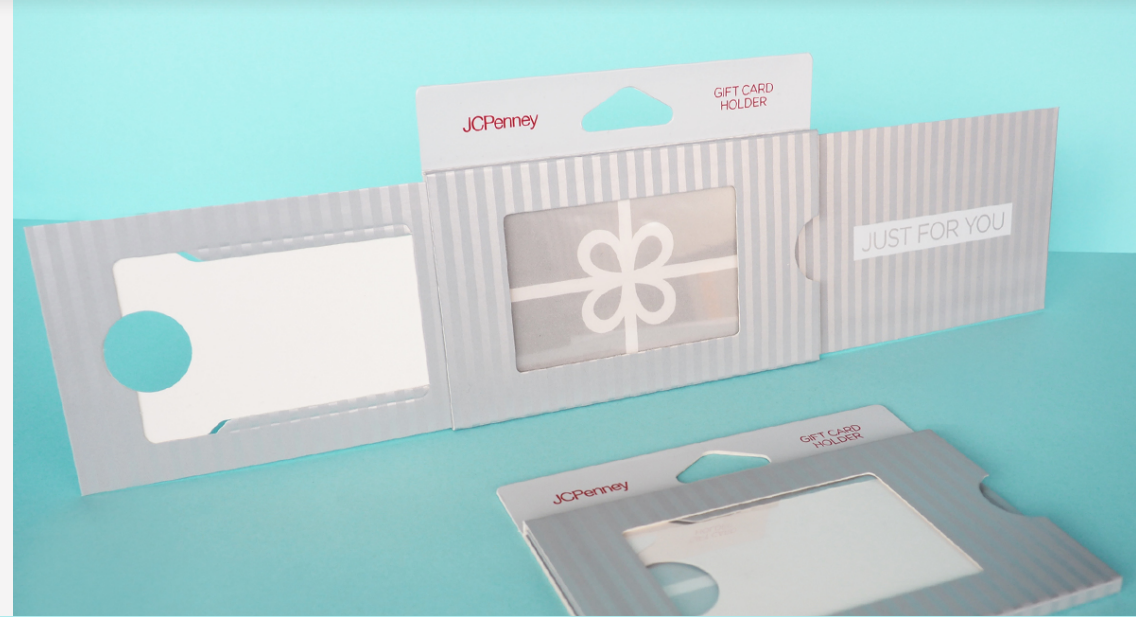
[1](#)[2](#)[3](#)[4](#)[5](#)[6](#)

PROCESS

A bespoke service that is second to none

We offer a full service experience for our clients and handle all the moving pieces so that the whole project is managed efficiently from start to finish.

We also aim to work together to create your dynamic, innovative and on-brand designs.

**1**

CONCEPT & DESIGN

We collaborate with you to fully understand your market and dive deep into what creations will best delight your customers while also being practical and economical for the delivery of your SIM, bank, loyalty or gift card. We create a selection of innovative designs, making sure we capture your brand's identity and message.

2

MANUFACTURE & SOURCING

We work with the best manufacturers around the globe to ensure product quality and price. No matter the project, in terms of design pieces and unique elements, we find the best solution to bring our designs to life so that transition from on-paper idea to final product is flawless.

In addition to the necessary materials required to create your PAK, we can source all of the other little extras. These can include cards, SIM removal tools, P.O.S displays – among others.

3

FULFILLMENT & DISTRIBUTION

Our experienced team will process and fulfil all components to your desired specification. This includes inserting cards, SIM removal tool and application of security seals and labels. We would then pack, per requirements, into inner boxes and/or master cartons.

We will deliver retail/consumer-ready product into a central Distribution Center and/or direct to consumer (mail out).

CASE STUDIES

An in depth look at our work for global clients

T-MOBILE

DELTA AIR LINES

AMAZON



T-MOBILE SIM CARD SLIDING PACKS

T-Mobile is an award-winning mobile phone company with an intense focus on customer commitment and satisfaction.

They are leaders in phone technology and innovation and always strive to go the extra mile to stand out from their competition.

Our brief with T-Mobile was to design a fun and exciting Pay-As-You-Go SIM card pack that would catch the eye of shoppers and create a unique experience for the user.

Another requirement for our design was to ensure the packs were not only visually enticing but also efficiently designed to maximise the volume of packs on the peg.

Our service for T-Mobile included full concept and design as well as package design and manufacture, including assembly of information collateral, SIM card and barcodes, to allow the product to be peg ready once delivered to their distribution centre.

Our specialised facility in Nashville enabled us to provide a service that incorporated end to end fulfillment requiring no additional agencies.

In addition to our work with T-Mobile, we also provide a similar service for Verizon that makes them stand out from the crowd, plus a fulfilment service for Vodafone New Zealand to ensure a smooth and efficient ready-for-sale product.

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An in depth look at our work for global clients

T-MOBILE

DELTA AIR LINES

AMAZON

DELTA AIR LINES LIMITED EDITION LOYALTY PACK

Delta Air Lines is synonymous with top performance, from on-time statistics to minimal cancellations.

So, when it came to celebrating 40 years of the iconic DC-9 plane, they wanted to create a limited edition loyalty pack made from the body of a retired Delta jet.

To house 2500 uniquely numbered loyalty cards, Delta wanted the packaging to showcase this piece of history in a way that would elevate the gift experience for aviation enthusiasts.

This was a design that was meant to be kept and treasured so no ordinary packaging would do.

We were given carte blanche to design the perfect partner for this most unusual card, with the only specification that the card was to be seen through the packaging.

The design process took three months to perfect and the final product was a storybook of the jet's history showcasing the iconic plane once the pack was opened, with the loyalty card as the centrepiece.

The pack design and aluminium card is now a collectables item that marks Delta Air Lines history of one of their now retired DC-9 jet.

CASE STUDIES

An in depth look at our work for global clients

T-MOBILE

DELTA AIR LINES

AMAZON

AMAZON GIFT CARD SLIDING PACKS

Amazon is currently one of the top ten companies in the Fortune 500 list, alongside market leaders like Apple and Walmart.

When they decided to hire us, they wanted a product that would delight and surprise their customers.

During our concept phase, we created ten unique designs that would transcend the standard card packaging to inspire their customers and invoke a little magic.

Four designs were selected to move forward into design and manufacture and the end results were gift cards for Easter and Christmas Holiday seasons as well as two branded Amazon 'smile' packs.

Amazon continues to stock our designs which allow their customers to select during their gift card purchase, any time of the year.

The seasonal designs, in particular, have created quite a stir with their customers...

There are so many gift card options available, and let's admit it gift cards aren't always a very exciting gift. However, if you're going to give a gift card, you might as well enclose it in a cute package like this that will bring a smile to the recipient's face.

This was a novel and delightful way to give someone an Amazon gift card. The material is quality material, and the movement of the penguin eyes as it opens up was quite charming.

CONTACT US

Are you interested in unique packaging solutions?

Contact Stuart and the team for your card packaging solutions. We will go right to the core of what makes your brand special.

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