

# Briefing Notes.

## Oneid4u Proof of Age Scheme.



**ONEID4U**  
NATIONAL PROOF OF AGE CARD

## Background.

I would like to introduce you to our unique Shield Protected, PASS accredited National Proof of Age/ID card ONEID4U.

We are the Official Proof of Age Partner for the Morrison's Group and Mccolls Retail Group and work with many night time venues, Post Offices, organisations and retailers, as their Proof of Age Partner.

We are a Nationally Accredited Proof of Age Card provider licensed under the PASS (Proof of Age Standards Scheme) as endorsed by HOME OFFICE, ACPO (Association of Chief Police Officers), TSI (Trading Standards Institute) and various other bodies.

You will be aware that the 18+ PASS hologrammed card, was re launched in June, with a standardised look to all cards issued by PASS providers.

It was launched with full support at a launch event in London, at which, representatives from HOME OFFICE, ACPO, TSI and SIA spoke and fully endorsed the acceptance of PASS cards and committed to actively suggest that age related product and service sellers/providers accept the card with a new confidence.

## What makes our card different?

**The ONEID4u card contains a unique and fully patented Shield Technology, that protects both the cardholder and the premises that it is carried in.**

E-pickpocketing crime from mobile readers is on the increase. By simply being within 1.5 meters of you, your wallet/purse or your pocket criminals are able, in seconds, to activate the chip in your credit/debit card or on a premises access card and read and clone the information onto new cards or to spend on the internet. (Please see our website [www.cards4uco.co.uk](http://www.cards4uco.co.uk) for info and video)

The Shielding Technology built into our card means that by carrying ONEID4u card in front of your existing chip/strip cards any attempt to activate the information is absorbed by our card therefore never reaching your data.

This protection means that our Cardholders have a real reason to carry our card and furthermore will be used every day all day to protect all their card data. This is a fantastic Branding opportunity as your logo and messaging could be seen countless times daily by not only the card holder, but everyone they speak to and show the card technology to.

The Shield can be utilised in other forms of cards and standalone products- please download the overview guide on our website [www.cards4uco.co.uk](http://www.cards4uco.co.uk), under the Shield tab.

## Why choose us as your preferred Partner?

We are a young fresh company which is very much in touch with its era from a technology perspective and also Customer/Partner perspective.

We believe in a collaborative and reward approach through our Affiliate Partner Programme and understand that we need our Partners as much as they perhaps, benefit from working with us. Therefore making the fit, right, is very important to us and we work hard to develop and maintain relationships with our Partners.

We currently provide our partners with application dispensers, application forms, posters and PASS training cards, for our ONEID4U proof of age/id card. All this is done for FREE.

In addition there are downloadable posters and badges and material that can be ordered through both our websites to help Partners in venue.

The cards, applications and posters would all be branded with Partner logo and messaging on the entire back face of the card and we would work together on cross marketing through social and web media.(this is subject to size of Estate and application numbers).

This costs our Partners nothing and in fact could earn them, or a charity of the Partners choice, a £2 reward for each application processed from their venue.

Choosing a charity or cause to receive the reward, would be a positive addition to their Corporate and Social Responsibility Programmes and also provide a fabulous marketing tool from which to promote the contribution you are making to the charity through media and website/social media platforms.

Alternatively Partners can choose to have a discounted card for customers, as Morrisons have chosen, whereby we will discount the card fee by the £2 thus encouraging footfall to the stores to pick up an application.

Also it is another ideal opportunity to provide a further visual statement to the local and wider community re-enforcing Partners stance on age related sales and the RRP as a fundraising tool.

In addition we operate a bureau service whereby for educational venues schools, universities, colleges and for charities and local councils we will offer the card to them to use as their own and charge a fixed reduced fee to process the cards. They can then either distribute free or charge the retail price and keep the balance between our charge and the RRP as a fundraising tool.

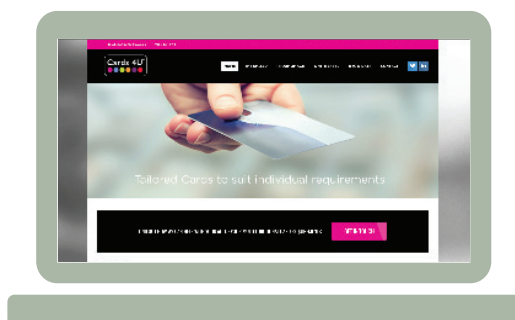
## What next?

I sincerely hope that this is of interest to you and would be delighted to explore the possibilities with you further.

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Please visit our websites for more information about us, the Shield Technology and our other services.



[www.cards4uco.co.uk](http://www.cards4uco.co.uk)



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