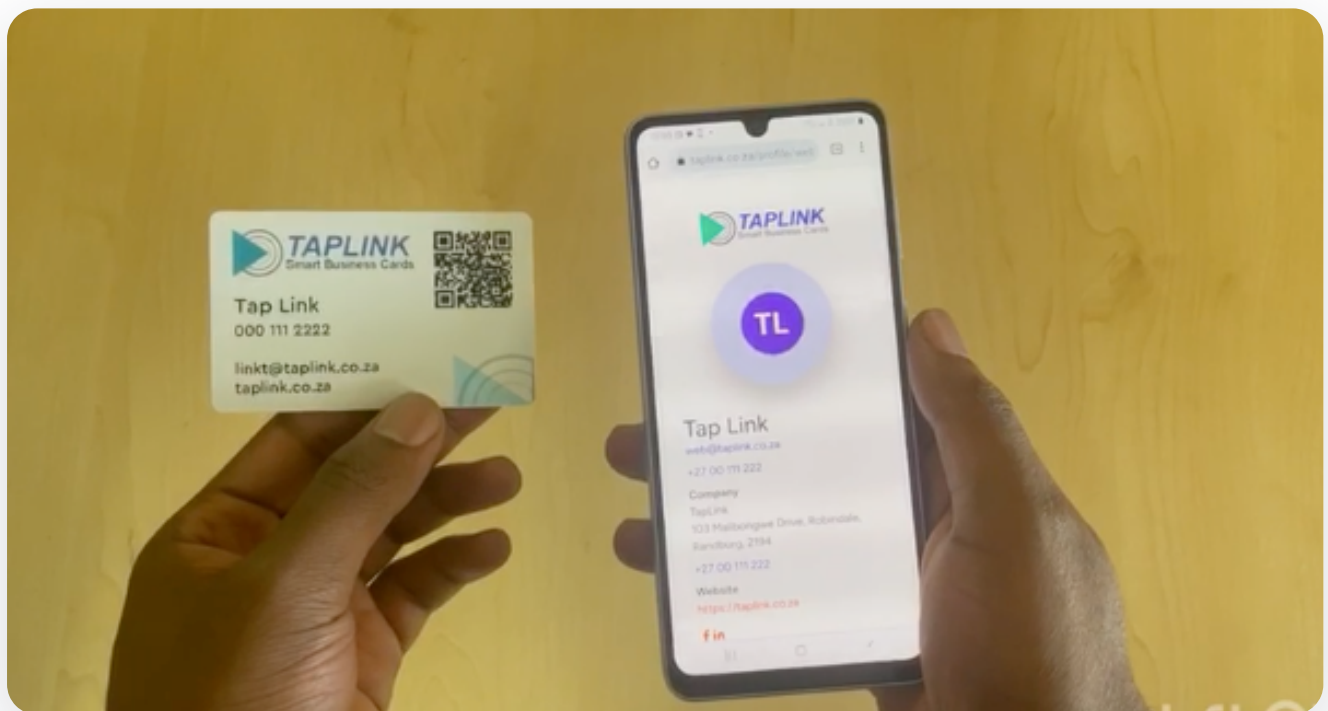


Smart business cards, explained.

A short guide for anyone who has never used one: what a smart business card is, how it works, and what it does for your company.



Tap or scan to share your details

One dashboard to keep every card up to date

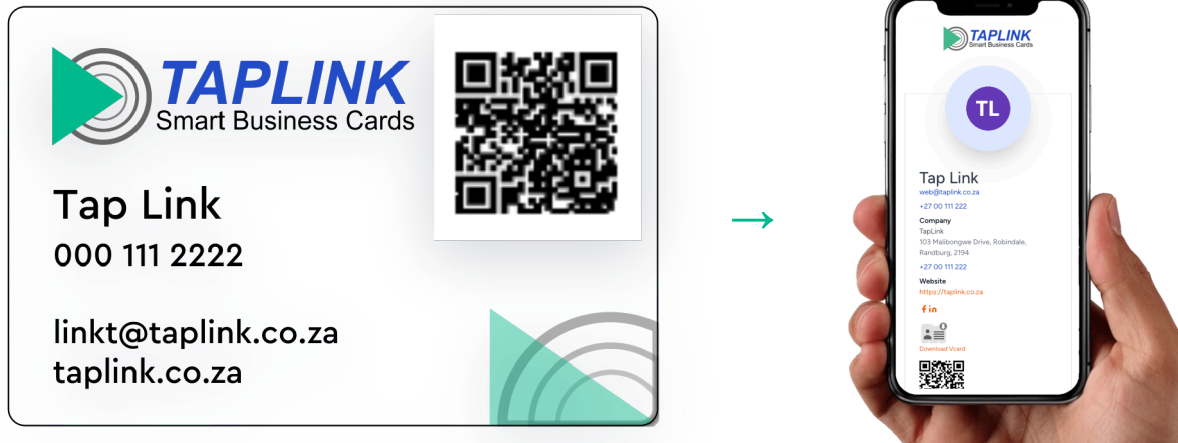
No app for anyone to download

taplink.co.za

A Strata Logic product

What is a smart business card?

It looks and feels like the business card you already know, printed with your logo and your colours. The difference is what happens when someone receives it.



1

Tap the card

Inside the card is a small chip, the same contactless technology your bank card uses. Hold a phone near it and the cardholder's profile opens.

2

Or scan the code

Every card also carries a QR code. Any smartphone camera reads it, so the card works even on a phone that cannot read a tap.

3

Save in one tap

The profile opens in the phone's normal web browser. One button saves the full contact to the phone, spelled correctly.

What the other person sees on their phone

- Your team member's photo, name and job title
- Buttons to call, email or WhatsApp them
- Your company logo, website and contact details
- Their LinkedIn and Facebook links, and your company's social pages
- A "Save contact" button for their phone's address book
- A short form to send their own details back to you

Nothing to install, nothing to charge. The person receiving the card does not download an app or sign up for anything. The chip has no battery: it draws the little power it needs from the phone that taps it.

Why companies move away from paper

A paper card is out of date the moment someone changes their number. A smart card points to a profile you control, so the card in someone's wallet always shows the latest details.

WHEN THIS HAPPENS	WITH PAPER CARDS	WITH TAPLINK
A number or job title changes	You reprint, and the old cards keep circulating with the wrong details.	You update the profile once, and every card already handed out opens the new details. If the number is not printed on the card, nothing needs reprinting.
Someone leaves	Their cards are still out there, pointing clients to someone who has gone.	You deactivate the profile. A card without a printed name can go to someone else.
Someone joins	They wait for a print run.	You assign a spare card from your stock the same day.
A contact gets saved	Typed in by hand, often with a mistake.	Saved to their phone in one tap, exactly as you wrote it.
You meet a prospect	You hope they call you.	They can send their details back. The cardholder is emailed straight away.
You want to know if it works	No way of telling.	See how often profiles are viewed, contacts saved and links clicked.

HOW IT WORKS FOR YOUR COMPANY

From your logo to your team's pockets

STEP 1 Design

We design the card around your brand guidelines, with or without each person's name and number. Design is included.

STEP 2 Set up

Send us a list of your team. We create every profile for you, carrying your logo and branding.

STEP 3 Deliver

We print, program and ship the cards to your company, within 7 to 14 working days of design sign-off, for you to hand out.

STEP 4 Manage

Your administrator logs in to the Taplink portal to update details, assign spare cards, see leads and order more cards.

WHAT IT COSTS

Simple, published pricing

You pay once for each card, then a small yearly fee per card that keeps its profile live and the portal running.

Per card, once

10 to 49 cards	R399 each
50 to 99 cards	R349 each
100 to 249 cards	R299 each
250 cards or more	R249 each

Custom-branded card design included. Prices include VAT and exclude delivery.

Plus, every year

R90 per card

For hosting and the admin portal. This is what lets you change the details behind every card already handed out.

Example: a team of 20

20 cards at R399 is **R7,980** once, then **R1,800** a year to keep all 20 profiles live.

QUICK ANSWERS

Does it work on an iPhone?

Yes. iPhones running iOS 14 or later read the tap, and the QR code works on any iPhone or Android phone with a camera.

Who owns our team's data?

You do. Leads export to a spreadsheet from your dashboard at any time, and we provide a full export of your profiles on request.

Where do you deliver?

We ship the cards to your company, anywhere in South Africa and Namibia, and you hand them out to your team.

Should the card show each person's name?

It is your choice. Many companies print only their branding, so a new number or a new person never needs a new card. A printed name or number means a new card when it changes.

Can we hide our office address?

Yes. You can hide your street address, postal address and switchboard number on every profile, and they are left off the saved contact too.

How do we start?

Ask for a quote with your team size. We confirm within one business day and design your card with you.

See it for yourself

Tell us how many people are on your team, and we will come back with a quote within one business day.

Call	010 900 3998
WhatsApp	083 554 2447
Email	web@taplink.co.za
Web	taplink.co.za