

profyle.
for business



Case Study.

INTER/STATE

INTER/STATE

About

Interstate is an award winning creative agency working globally across a wide range of definitive brands and technology platforms. Interstate creates enduring brands, defined by ideas that matter for those who dare.

Key Features Used

- ✓ Hero Video
- ✓ Hero Image
- ✓ Multiple Profile Configurations
- ✓ Card Groups
- ✓ Custom URL Links/Downloads
- ✓ CRM Integration
- ✓ Tap Tracking
- ✓ Multi-language profiles
- ✓ Data Import
- ✓ Multiple Admins

Company Size

25 employees

Founded

1998

Headquarters

London, England

Industry

Branding and Creative
Technology

Carbon Saved

55 kgs

“

The Profyle card felt right for Interstate from both a sustainability and digital display point of view. Sustainability is at the forefront of all business decisions and to successfully modernise the exchange of the business card process whilst delivering a bespoke digital brand experience is perfect.

Jayne Connell
Strategy Partner



profyle.

“

Offsetting our carbon emissions through Carbon Neutral Britain allows us to offer carbon neutral products to our clients - helping them to meet their CO₂ reduction targets and for us to maintain our focus on sustainability.

Jonathan Murphy

Co-Founder, Profyle Card

Carbon
Neutral
BritainTM



**CARBON NEUTRAL
BUSINESS 2022**



United Nations
Framework Convention on
Climate Change



**Verified Carbon
Standard**
A VERRA STANDARD



Gold Standard[®]
for the Global Goals



The sustainable alternative to traditional business cards

We had been looking into NFC tags and business card alternatives and after a quick chat with Google we came across Profyle Card. Their quick response, trial card service and simple access to information made it an easy decision to make.

Traditional business cards with their paper and energy waste are the antithesis of how we should be running our business. This combined with the ability to display video and be directly saved as a contact, not lost in a jacket pocket or left at the bottom of a case makes them the obvious choice.

Working with Profyle Card

Profyle Card plays a key part as we look across our entire business to see where we can make positive sustainable change.

Chris at Profyle has been able to help and guide on anything we need to know surrounding the Profyle process. The experience of working with Profyle Card has been great - really attentive and responsive.

The finished product

Being in the branding business we are recommending Profyle Card to all our clients. The ability to customise content, embed brand colours and video allows the cards to slot into use for all the industries we work in, along with the lack of waste and carbon saving it is a great step forward in how you do business.



“

Utilising Google Cloud Platform for our cloud-based infrastructure gives us the ability to innovate faster whilst also delivering a secure and robust product suitable for our enterprise-level customers.

Chris Tingley
Co-Founder, Profyle Card



Google Cloud



GDPR
GDPR compliant with
DPA template available



Data Encryption
Military-grade data
encryption for data at rest



Google Cloud Platform
Utilising carbon-free
data centres

Thanks for reading.

If you have any questions
please do not hesitate to
contact us.

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