

Case Study.

INTER/STATE

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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

Headquarters London, England

Industry Branding and Creative Technology

Carbon Saved 55 kgs



profyle.

www.profylecard.com

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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**



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Visit Website

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Jayne Connell

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Strategy Partner Interstate Creative Partners

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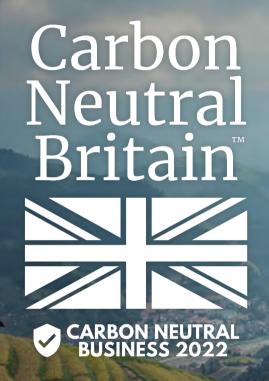


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Ofsetting our carbon emissions through Carbon Neutral Britain allows us to offer carbon neutral products to our clients - helping them to meet their CO₂ reduction targets and for us to maintain our focus on sustainability.

Jonathan Murphy Co-Founder, Profyle Card





United Nations Framework Convention on Climate Change







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.



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Utilising Google Cloud Platform for our cloudbased infrastructure gives us the ability to innovate faster whilst also delivering a secure and robust product suitable for our enterpriselevel 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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