

TapOne Physical NFC Card Shop

A plain-language product and pricing guide

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What this is about

TapOne already lets people build a digital profile and a digital business card. This project adds something physical: a real plastic or metal NFC card that customers design and order from inside the app.

When someone taps the card on a phone, it opens that person's TapOne profile. Phones without NFC can scan a QR code printed on the back. The card is meant to make money on hardware and also pull people into annual Premium subscriptions through bundles.

The problem today

If a TapOne user wants a tap card now, they usually buy from Popl, Mobilo, or a local NFC shop, then paste in their TapOne link by hand. That feels broken, and it pushes people toward competitors. TapOne also has no hardware revenue and no physical object that carries the brand into the real world.

What success looks like

- Anyone can design and order a card from the dashboard in under five minutes.
- Every shipped card always opens the right, up-to-date profile — even if the username changes.
- Standard cards reach about 70% or more gross margin; bundles help sell yearly Premium.
- Launch with manual fulfillment, but keep the system ready for automated vendor APIs later.

What we are not building in version 1

- Fully automatic print APIs (that comes in a later phase).
- Exotic shapes, wood or bamboo, or gold-tier luxury cards.
- A community marketplace for card designs.
- A public shop for people without a TapOne account (every card must link to a profile).

Who it is for

Freelancers and creators want one personal card that looks premium. They design once and order a single card.

Sales professionals want a card plus Premium features, and an easy way to reorder the same design.

Team admins need cards for a whole team under one brand template, with each person's name, and bulk checkout.

Internal admins need a reliable queue to fulfill orders, export artwork, and add tracking numbers.

How the experience works

Design the card → Pay at checkout → Admin sends artwork to the printer → Printer prints and programs the NFC chip → Card ships → Customer taps → Phone opens a permanent short link → That link redirects to their live TapOne profile.

Why the chip does not store the profile URL directly

Each card gets its own permanent short address, like a private ID for that physical card. When tapped, TapOne looks up who owns that card and sends the phone to their current username. If they rename their profile, lose the card, or need it turned off, the short link can still be updated. The QR code on the back uses the same short address. This also lets us measure taps separately from normal link clicks.

Designing the card

Inside the dashboard, customers open a designer sized to a standard credit-card format, with safe margins and a clear zone over the chip so metallic ink does not ruin it. They customize the front — colors, logo, name, title, and familiar layout styles. The back is mostly fixed: QR code, a short “tap or scan” line, optional logo, and an NFC icon.

They can import their existing digital card so the physical one matches. A live flip preview shows front and back. When they order, TapOne saves the design and creates high-resolution print files. After payment, those print files stay locked. A raised UV finish can be toggled on for a higher price.

Buying and paying

The shop shows products in US dollars by default, and Pakistani rupees for Pakistan. A customer orders one design at a time, with quantity, or a team pack with different names on the same design.

Worldwide customers pay with Stripe. In Pakistan, Cash on Delivery is available at launch, with local online payment options to follow. If they buy a Premium bundle, their account upgrades for twelve months after payment. Confirmation and shipping emails go out through the existing email system.

Fulfillment at launch

An admin order screen shows each order as it moves from payment through production, shipping, and delivery. Admins download a zip of front and back artwork plus a small spreadsheet of chip IDs, encode URLs, quantity, finish, and shipping address. They send that to the vendor, enter tracking when the parcel ships, and mark the order delivered.

Vendors who can print and embed NFC

These partners print the card, put an NFC chip inside, program it with the TapOne short link, and ship. Choose by region and how many cards you need. Europe is a priority market: Germany, France, and Italy each have local print houses, and pan-EU dropship covers the rest without customs friction inside the EU.

Region	Best starting partner	Backup / next step	Why
Global (one-off / custom)	NFC Tagify (UK)	Printags (France / EU)	No minimum order; print, encode, and ship worldwide under white-label packaging
Germany / DACH	PPS Karten or NFC21 (Mülheim)	All About Cards; Tagify / Printags for 1-offs	Local German print and encode; strong B2B quality; GDPR-friendly EU fulfillment
France	Printags (Épinal / EU network)	ImpressionCartes.fr	Single-card API, chip encoding in the print line, about 48-hour EU delivery, no intra-EU customs
Italy	IDColor	Pluscard; Point20	Custom PVC with NTAG chips; offset or retransfer; 48-hour rush options
Rest of Europe	NFC Tagify or Printags	Seritag / ZipNFC (UK)	Cover smaller EU markets without opening a printer in every country
Pakistan	CardClick (Lahore)	Local metal / wood makers	Local COD, faster inland delivery, PKR pricing
Bulk (100+ cards)	DO RFID (China)	GoToTags (US support)	Lowest cost per card once volume is high enough
UAE / Middle East	PrintOnline.ae / PrintX	NFC Tagify dropship	Regional delivery and roughly five-day production quotes
India (later)	Local printers	NFC Tagify dropship	Useful for a future India launch; not needed for version 1

In practice, each primary partner should deliver a standard credit-card size print on both sides, an NTAG215 chip programmed with the TapOne short link, optional raised UV, and either white-label dropshipping or bulk freight. Some partner prices below are estimates until formal quotes are signed.

Europe in more detail

Germany. PPS Karten prints credit-card quality PVC with full-color offset, NFC chips, QR codes, and optional mail fulfillment — a solid partner for German and DACH customers. NFC21 (nfc-tag-shop.de) in Mülheim offers a wide NFC catalog plus custom printing and encoding, including small runs. All About Cards supplies NTAG stock and industrial encoding if you need blanks or specialized chips.

France. Printags is the automation-friendly pick: single cards, API orders, encode in the same production flow, white-label shipping, with European production (Épinal network) and roughly 48-hour delivery across the EU. ImpressionCartes.fr is a traditional French PVC house for NTAG and MIFARE cards with CMYK print and laminate.

Italy. IDColor prints and ships custom NFC PVC (including NTAG216) with fast 48-hour options. Pluscard has long experience with offset NFC cards and NTAG213 blanks. Point20 (Centro Stampa Digitale) sells personalized CR80 PVC with programmable NFC and can pre-encode on request.

How much vendors roughly charge

China (DO RFID) — about \$1.20 each at 100 cards, \$0.85 at 500, \$0.60 at 1,000, and \$0.45 at 5,000+. That is factory pricing for full-color print and encoding; shipping and duties sit on top. After freight, plan on roughly \$1.50–\$3.00 landed for a standard card, or \$2.50–\$4.00 with a premium UV finish.

UK / EU dropship (NFC Tagify or Printags, estimated partner cost) — about \$5–\$8 for a standard single card, \$7–\$10 for premium UV, and \$15–\$25 for metal, including print, encode, and white-label shipping. Exact partner rates come from their portal. EU-to-EU Printags routes avoid customs fees inside the Union.

Germany / Italy / France local houses — mostly quote-based. Expect mid-single-digit euros per card for short custom runs once artwork and encoding are included; confirm MOQ, spot UV, and per-UID encoding with PPS Karten, NFC21, IDColor, Pluscard, and ImpressionCartes before locking EU retail margins.

Pakistan (CardClick) — wholesale is estimated around PKR 800–1,500 per standard PVC card. Local retail competitors often sell for PKR 1,500–4,000 plastic and around PKR 6,000 metal, which suggests wholesale room underneath.

Other UK backups — Seritag is roughly \$0.62–\$5.69 by volume (minimum around 50). ZipNFC is about £2.94–£3.24 for bespoke printed cards with little or no minimum.

Sourcing plan: Launch Pakistan with CardClick. For Germany, France, Italy, and the rest of Europe, start with Printags or NFC Tagify for single-card white-label; use PPS Karten / NFC21 (Germany) or IDColor (Italy) when local SLA or volume favors an in-country house. When volume hits about 100 orders a month, shift standard designs to DO RFID or GoToTags for cheaper unit cost, and keep EU dropship for one-off customs.

Amazon, AliExpress, Temu & Europe — ordering co-branded executive cards

Sometimes TapOne (or a client) needs to send cards to executives: each card carries **that person’s company branding and name**, plus **TapOne branding**, and each chip opens **that person’s own** TapOne profile — not a shared company homepage.

How the branding should look

- **Front:** client company logo, executive name and title, colors from their brand.
- **Back:** TapOne logo or wordmark, QR code, “Tap or scan to connect,” optional “Powered by TapOne.”
- **Chip:** a unique TapOne short link per person. Never one URL for the whole team.

Quality tiers — normal vs good vs executive

Tier	Where to buy	Rough cost	Use for
Budget / normal PVC	Amazon or Temu <i>blank</i> packs; AliExpress custom print (usually 100 minimum)	Blanks about \$0.40–\$1; factory print about \$0.12–\$2.50	Internal tests and casual giveaways — not for C-level gifts
Good quality PVC (default)	NFC Tagify, Printags, NFC World (Netherlands), Tagstand, ShopNFC, EU print houses	About \$5–\$10 dropship, or mid-euros for short runs	Client-facing executive PVC with dual branding and per-name print
Premium metal (executive gift)	Merchatura, SwipeMetal, Adapt ID (UK); FORZIMA (EU); Tagify metal; AliExpress metal OEM	About \$15–\$40+	Board / VIP kits where the physical feel matters

Amazon

Amazon is strong for **blank NTAG215 PVC packs** (often about \$8–\$20 for twenty cards) that you encode yourself. Some EU listings (including NFC Tagify-style custom cards) let you upload artwork for small personalised runs. Generic “NFC business card” kits are a poor fit when they lock to the seller’s own profile app instead of TapOne.

Verdict: use Amazon for blanks and tiny experiments. For executive co-branded sets, prefer Tagify, Printags, or a European print house.

AliExpress / Alibaba

Best marketplace path for **batches of 100+** with full-color print, optional matte or spot UV, and factory pre-encoding. Typical branded PVC lands around \$0.50–\$2.50 each at one hundred pieces (cheaper bare print exists; metal costs more). Tell the seller you need variable names from a spreadsheet and a unique URL on every chip. Always demand a printed sample and photo proof before the full run. Plan on about 7–10 days production plus express shipping.

Temu

Temu mostly sells cheap generic blanks with uneven chip quality and almost no trustworthy custom dual-brand workflow. **Do not send Temu cards to executives** as TapOne or client-branded gifts. Fine only for throwaway internal tests, if at all.

European shops for own design and branding

- **NFC World (Netherlands)** — own-design PVC, bamboo, or metal; can personalise name and title; fast business-card options.
- **Printags (France / EU)** — best when every executive needs different artwork or a different encoded URL; API-friendly.
- **up2promo (Germany)** — PVC or metal from one piece; logo and colors; German shipping and GDPR-oriented positioning.
- **ShopNFC (Italy)** — cards plus encoding services from an established EU distributor.
- **Merchatura, Adapt ID, SwipeMetal (UK)** — brushed metal, UV print or laser engraving; strong executive-gift tier.
- **FORZIMA (EU)** — premium metal packages, often from about 25 cards, with NFC programming included.

Executive gift playbook: (1) Create or map each person's TapOne profile and unique card link. (2) Design front = company + person, back = TapOne + QR. (3) Order good PVC by default; metal for VIPs. (4) Send the vendor a name list and unique URLs. (5) Tap-test every card before gifting. Marketplace rule: AliExpress for large template batches; Amazon blanks for lab only; Temu never for client-facing gifts.

Vendor directory — live links for services & price confirmation

Open these pages to confirm current list prices, partner or wholesale rates, encoding fees, minimum order, and shipping. Factory and partner rates are often quote-only. Ask every vendor for: unit price at quantity 1 / 10 / 100 / 500, unique URL pre-encode, spot UV or metal add-on, variable names from a CSV, white-label packaging, sample fee, and lead time.

Launch & dropship

Vendor	Shop / services	Price confirmation
NFC Tagify (UK)	nfctagify.com	Partners & resellers · Partner API
Printags (FR/EU)	printags.com	NFC encoding · request integrator/API quote on site
CardClick (PK)	cardclick.pk	Retail on site; WhatsApp/contact for wholesale PKR
DO RFID (China)	dorfidreader.com	Custom bulk cards · dorfidtag.com

Germany / DACH

Vendor	Shop / services	Price confirmation
PPS Karten	NFC business cards	Request B2B quote via site contact
NFC21	nfc21.de	nfc-tag-shop.de — catalog + custom quote
All About Cards	NFC tags page	Quote via site for print + encode
up2promo	Digital business card	Configurator prices on product page (from 1 card)

France / Italy / Netherlands

Vendor	Shop / services	Price confirmation
ImpressionCartes (FR)	Cartes à puce NFC	Product / quote on page
IDColor (IT)	48h NTAG216 print	Custom RFID card
Pluscard (IT)	NTAG213 cards	Catalog + offset quote
Point20 (IT)	Card PVC NFC	Listed pack price on product page
ShopNFC (IT)	shopnfc.com	Catalog + encoding services on site
NFC World (NL)	nfcw-shop.com	Own design cards · Business card own design

UK / EU premium metal & backups

Vendor	Shop / services	Price confirmation
Merchatura	Metal NFC print & engraving	Options + encode on product page / quote
SwipeMetal	Custom metal cards	NFC from ~£9.30 @100 stated on site; request full quote
Adapt ID	Bespoke metal NFC	Bespoke checkout / quote
FORZIMA	Metal business cards	Packages from ~€153; MOQ ~25
Seritag	seritag.com	Stock + custom print quotes
ZipNFC	zipnfc.com	Bespoke printed card pricing on shop

USA / OEM factories

Vendor	Shop / services	Price confirmation
GoToTags	gototags.com	store.gototags.com
Tagstand	Custom small-batch NTAG215	Small-batch prices on product page (no MOQ)

HuyiRFID	Custom printed NTAG215	Factory quote form on page
USOCard	NTAG216 wholesale	OEM/ODM quote

Marketplaces

Platform	Entry / example	Notes
Amazon	Search <i>NTAG215 NFC PVC</i> · EU custom example (Amazon.ie)	Blanks for tests; confirm seller encodes your URL
AliExpress	Search <i>custom printed NFC business card NTAG215</i>	Ask variable names + unique URL encode + sample
Alibaba	Alibaba NTAG215 custom search	Best for MOQ 100+ factory RFQs
Temu	Search <i>NFC NTAG215 card</i>	Blanks only — not for executive gifts
PrintOnline.ae (UAE)	printonline.ae	Search plastic / NFC cards for AED list prices

Fastest price checks: [Tagify partners](#) · [Printags API quote](#) · [DO RFID bulk](#) · [CardClick PK](#) · [PPS Karten DE](#) · [IDColor IT](#)

What TapOne should charge — and the profit margin

Competitors like Popl and Mobilo often sell plastic cards from about \$15–\$20 and metal much higher, plus a software subscription. TapOne aims to undercut those hardware prices by about 30–50% while still keeping strong margin.

Product	Customer price	Our cost at launch	Our cost in bulk	Approx. profit per card at launch	Margin over time
Standard PVC	\$29 / PKR 2,999	\$5–8	\$1.50–3	About \$21–24	Roughly 72% now → up to ~90% in bulk
Premium PVC (matte + raised UV)	\$39 / PKR 4,499	\$7–10	\$2.50–4	About \$29–32	Roughly 74% now → up to ~90% in bulk
Metal	\$89 / PKR 11,999	\$15–25	\$15–25	About \$64–74	About 72–83%
Extra / replacement (same design)	\$19 / PKR 1,999	\$5–8	\$1.50–3	About \$11–14	About 58% now → up to ~84% in bulk

The company target is at least **70% gross margin** on hardware once bulk buying is in place. Even at launch, a \$29 standard card still leaves more than twenty dollars of contribution after dropship costs. In Pakistan, selling at PKR 2,999 against roughly PKR 800–1,500 wholesale still leaves healthy room after a PKR 200 COD fee passed through to the customer.

Physical card plus subscription (how the bundle makes money)

A year of Premium is valued at about **\$108** (around \$9 a month). Software cost at the margin line is essentially zero, so subscription cash is highly profitable.

Card + Premium Annual — \$99 (or PKR 9,999)

The customer gets a standard card and twelve months of Premium. Bought separately, that would feel like about \$137 of value, so \$99 feels like the card is almost free. TapOne collects \$99 up front. About \$5–8 covers making and shipping the card, leaving roughly \$21–24 of hardware contribution. The rest — around \$91–94 — is high-margin subscription cash that also upgrades the account for a year.

Team Pack of 5 — \$199, plus Business Pro seats

Five standard cards under one brand template, with each member's name. Hardware for the pack costs roughly \$25–40 at launch, so most of the \$199 is contribution before monthly seat fees. The cards open the door; Business Pro seats are the longer-term revenue.

Premium member perk — 20% off cards

Existing Premium members get 20% off. A standard card then sells for \$23.20 and still clears about \$15–18 at launch costs (usually well above a 50% floor). Premium PVC at \$31.20 still clears about \$21–24.

Commercial goal: Aim for about 40% of card orders to be the Card + Premium Annual bundle, so hardware helps buy subscription revenue. Shipping is free on orders from \$29 / PKR 2,999 (so single cards are effectively free to ship, baked into the price). Pakistan COD adds PKR 200, passed through.

How we build and launch it

1. **Foundation** — database, permanent card links, and product list. Done when a tap records analytics and redirects correctly.
2. **Design and order** — designer, shop, Stripe and COD, emails. Done when a real test order is fulfilled.
3. **Admin tools** — order queue, artwork zip, tracking. Done when ops can fulfill without touching the database.
4. **Bundles** — Card + Premium grant and subscriber discount. Done when payment automatically upgrades membership.
5. **Automation (later)** — vendor APIs and inventory so standard orders need almost no human handling.

How we know it is working

- About 15% of active Premium users buy a card within six months.
- About 40% of card orders include the Premium annual bundle.
- Blended hardware margin stays at or above 70%.
- Cards keep getting tapped each month (proves ongoing value).
- Paid orders ship within seven business days during the manual phase.

Risks to watch

Payments from Pakistan may need a partner entity, local COD, or a merchant-of-record fallback. Print colors can differ from the screen, so first batches need proofs and sample kits. Username changes are handled by the permanent card link. Manual fulfillment will not scale forever — that is why the artwork format is already vendor-ready for an API later. COD refusals in Pakistan are reduced with a fee and confirmation before production. The designer keeps heavy metallic ink off the chip area so cards keep working.

Open questions before full launch

1. Which legal entity and payment rails will collect USD (Stripe setup versus a merchant-of-record like Paddle).
2. A firm CardClick wholesale quote for about 100 units, including whether they can do spot UV.
3. NFC Tagify and Printags partner onboarding time and the exact per-card partner price lists for UK/EU.
4. Firm wholesale quotes from PPS Karten (Germany) and IDColor (Italy) for NTAG215 encode + spot UV.
5. For team packs, confirm that only the Business Pro admin designs the shared template in version 1.

This guide restates the TapOne Physical NFC Card Shop PRD in everyday language for product, ops, and commercial review. Partner costs marked as estimates should be confirmed with signed quotes before locking public pricing.