



## PRESS RELEASE

### Eric Jouve becomes GSTAG General Manager

**GSTAG, a specialist in production and personalization for smart card and other multi-technology secure objects, announces that Eric Jouve is becoming the company General Manager, bringing to the company his long experience in the secure transactions industry.**

**GEMENOS, FRANCE, October 28, 2014** – Eric Jouve, with a longstanding experience in the secure transactions industry, is joining GSTAG as the company General Manager. As GSTAG is undergoing a fast growth and expanding its activities to cover all steps from manufacturing to personalization for cards and other contactless objects, Eric Jouve's mission is to foster evolutions in the product strategy, the market positioning and the services offer. He is especially in charge of Innovation, Marketing, Sales and Human Resources. Eric Jouve brings GSTAG his industry knowledge, especially including processes for card and secure portable object manufacturing associated with his marketing and sales experience in the most innovative segments in the industry.

Before joining GSTAG, Eric Jouve was NFC, Payment and Mobility Director at Identiv. In this context, he multiplied by three the company sales in the field of contactless tags and stickers. Before joining Identiv, he acquired a strong experience in all areas of the secure transactions industry thanks to international managerial positions at FCI Smartag (Singapore) and Inside Contactless.

Guy Thöni, President of GSTAG, declares: "Eric's arrival is in line with major changes at GSTAG. Thanks to our longstanding experience in the card, contactless and NFC industry, we are now widening our company positioning to include new products and services in order to better support our customers in France and abroad."

Eric Jouve, GSTAG General Manager, adds: "As I join GSTAG, I am especially happy to bring my skills to develop and execute a complete strategy, positioning the company as both one of the best experts in the manufacturing and personalization of multi-technology cards and as a specialist in secure portable objects. The cumulated experience of GSTAG staff is an essential asset to reach these goals."

GSTAG is exhibiting at Cartes Secure Connexions trade show in Paris Nord Villepinte, November 4 – 6. Do come and visit us on booth 4 H 106.

## **About GSTAG**

Based in Gemenos, France, GSTAG is a recognized manufacturer of smart cards proposing contact, contactless, hybrid and dual interface cards and other secure contactless objects. GSTAG, a service company with an industrial process, integrates all steps in the card lifecycle: study, manufacturing, embedding, lamination, personalization, fulfillment and packaging. GSTAG production capacity reaches 45 million units per year for cards and other secure objects, while the company is recognized for its ability to answer specific service requirements from its customers for small and mid-size series. Thanks to its wide expertise range associated with its efficient industrial tool, GSTAG combines all skills of a leader in the secure transactions industry with its unrivaled flexibility and reactivity. More information at [www.gstag.com](http://www.gstag.com)

## **Contact**

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