

Printing

# Plastic Data Card



## Increasing flexibility and reducing credit risk

In the early 1990s, Jim O'Carroll launched Plastic Data Card – to capitalise on the growing demand he predicted for plastic cards.

Time has proven him right.

Today the company supplies almost every kind of plastic card – including membership cards, photo identity cards and business cards.

### **Why did Plastic Data Card choose RBS Invoice Finance?**

From the very beginning of the business, Plastic Data Card worked with RBS Invoice Finance to ensure smooth, predictable cash flow.

Jim says, “Back then we were a young business. Some finance companies saw us as too much of a risk to offer a full range of credit facilities, so we chose factoring. This early decision has proved to be right – time and time again.”

### **The deal**

Plastic Data Card handles its own collections, dealing with issues when payment difficulties occur.

Says Jim, “This means we can approach each situation with the sensitivity it deserves. It protects the future of the relationship, again giving us the flexibility to manage the business as we see best.”



Actors/models have been used

### The benefits

Jim and his colleagues initially chose RBS Invoice Finance thanks to the quality of the financial offer. However, there have been many other benefits.

Jim explains, "RBS credit checks new customers who place orders over £1000. This saves us an enormous amount of work. This expert second opinion also gives us a genuine sense of comfort, particularly when the new customer is not from our area.

What's more, we can take on orders under £1000 without taking up a credit reference. This means we can work to fast turnaround times, and avoid delays. It's all about flexibility, giving us a real competitive advantage."

Jim is also very satisfied with the credit control service he receives. "Our level of bad debt is very low," he says. "This was particularly important when we launched the business in the early 1990s – in the middle of difficult economic conditions."

On top of all this, FacFlow software from RBS gives Jim and his colleagues easy access to a wide range of management information.

**"Working with RBS Invoice Finance has been a key part of the way we do business, and has certainly helped us to get where we are today."**

**Jim O'Carroll, Managing Director, Plastic Data Card**

To find out more about  
RBS Invoice Finance,  
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