

INVESTMENT OPPORTUNITY

Plastkort.nu

Transforming card production for a sustainable future

About this document

This investor brief summarises the opportunity, market, business model, roadmap and risk profile for Plastkort.nu, operated by Cixma Group AB. Financials, data room access and the full deck are shared under NDA on request.

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Executive summary

Plastkort.nu is a Swedish, vertically integrated card producer combining in-house UV printing, a modern web-to-print platform and a phased transition to sustainable, plastic-free materials. Operated by Cixma Group AB from Gävle, the company targets a multi-billion euro European market that is fragmented, manually run and under increasing regulatory pressure.

We are raising capital to scale production capacity, accelerate the digital platform and expand into adjacent RFID/NFC and access-control product lines — building the operating system of the card industry.

The problem

Environmental impact Most cards are made from PVC, a petroleum-based plastic. EU regulation and customer expectations are pushing the industry toward a circular, plastic-free future. Lack of innovation Traditional print suppliers offer static services, low-cost vendors lack enterprise features, and few players invest in materials or high-quality UV printing.	Manual workflows Quoting via email, spreadsheets for data, offline proof approvals and disconnected billing systems limit scalability and increase production errors.
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Market opportunity

The European plastic and smart card market is multi-billion euro and highly fragmented, with strong growth in RFID, NFC and access-control segments. Sustainability regulation and digital transformation are forcing incumbents to modernise, creating space for a tech-enabled, vertically integrated player.

- Fragmented supplier landscape with no clear digital leader
- Strong growth in RFID, NFC and contactless authentication
- Regulatory pressure on PVC accelerating material innovation
- Customers increasingly demand integrated ordering, proofing and reorder flows

Product portfolio

Core card products Membership cards, gift cards, company ID, key cards, loyalty cards and premium metal cards. Accessories Card holders, lanyards, badge reels and printers — sold standalone and bundled.	Smart & secure RFID/NFC, magnetic stripe, signature panels, holograms, embossing and personalisation. Use cases Retail, hospitality, gyms, real estate, events, schools, healthcare and public sector.
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Our solution

Plastkort.nu combines manufacturing, software and design into a single platform purpose-built for cards.

In-house Gävle facility Full control over quality, lead times and material innovation.	UV printing High-resolution colour and white ink on premium and metal substrates.
Digital platform Self-service ordering, online proofing, variable data and reorder automation.	ERPNext / Frappe backbone Open-source ERP for production planning, inventory, CRM and billing.
Variable-data workflows Personalised cards at scale via CSV, API or direct integrations.	White-label & reseller Partner program with branded portals for agencies and distributors.

Business model

- **Direct production** — B2B card manufacturing with volume and tiered pricing.
- **Service & subscriptions** — recurring reorder agreements and SLA-backed support.
- **Platform** — self-service ordering portal monetised per order and per seat.
- **Reseller & white-label** — partner program for agencies and distributors.
- **Hardware (planned)** — card printers, readers and accessories.

Roadmap

Q1–Q2 2026 Scale Gävle production capacity. Launch upgraded ordering platform. Onboard first reseller partners. Q1–Q2 2027 European expansion via white-label partners. ERPNext integrations with major e-commerce platforms. Q1 2028 Targeted operational profitability at scale. Evaluate strategic partnerships and secondary funding.	Q3–Q4 2026 Expand RFID/NFC product line. Add automated proofing and variable-data flows. Sustainable material pilots. Q3–Q4 2027 Launch hardware accessories line. Introduce subscription tiers and SLA bundles.
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Competitive landscape

Integrated workflow End-to-end ordering, proofing, production and billing in one platform. Hardware + software Bundled offering across cards, accessories and the digital platform.	Enterprise functionality Roles, approvals, variable data and APIs typically reserved for large vendors. Card-specific expertise Deep focus on cards — not a generic print shop adding cards as a side product.
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Team

Plastkort.nu is operated by Cixma Group AB, a Gävle-based family company founded in 2016 by Johan Lindberg. The group also runs WEBBAB (web and ERPNext development), giving Plastkort.nu unusual in-house software and automation capability for a card producer of its size.

WEBBAB Web development, ERPNext implementation and hosting — the technical backbone. Recensioner.app Review and reputation product within the group.	Plastkort.nu Card production, design and the customer-facing brand.
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Risk factors & mitigation

Risk	Mitigation
Raw-material price volatility	Multiple suppliers, longer-term contracts, material substitution R&D.
Regulatory shifts on PVC	Active development of plastic-free and recycled card substrates.
Customer concentration	Diversified B2B base across sectors; partner and reseller channels.
Technology execution	Staged platform rollout on proven ERPNext/Frappe foundation.
Competitive pressure	Vertical integration, software moat and brand equity in the Nordic market.
Talent & capacity	Local hiring in Gävle plus shared resources across Cixma Group.

Conclusion & next steps

Plastkort.nu sits at the intersection of production, sustainability and automation — three trends reshaping the European card market. Capital deployed today scales a profitable operating base while building a defensible software and brand moat.

Request the full investor package

The full deck, financial model and data room are shared under NDA. Email **johan@cixma.se** or call **+46 26-456 17 11** to schedule an introductory call.

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