



One card. One channel. One network.

Why bloo.Cards is worth it for your company, your
freelance business, your products and your events.

FOR

 **Company**

 **Freelancer**

 **Product**

 **Event**

01 A business card is no longer a medium. It is a channel.

The paper card has a fundamental flaw. It serves once, at the moment of the meeting. Then it gets lost in a drawer, goes out of date as soon as a number, a job title or an offer changes, and never tells its owner who kept it.

bloo.Cards shifts the value. What matters is no longer the object you hand over, but what happens next: the connection that lasts, the content that evolves, the relationship that grows.

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Four ways to reach your customers

1

Rented channels

Social media, advertising, search. Powerful, but the algorithm decides who sees you, and the audience belongs to the platform.

2

Owned but passive

The website. It is yours, but customers have to think of visiting it.

3

Owned and direct

Email, text messages, apps. Effective, but costly to build and often intrusive.

4

bloo.Cards

A channel you own, handed over in person, opened by choice, that becomes a lasting connection as soon as the contact saves your card.

Seven qualities that neither a paper card nor a social network brings together.



It is yours

No algorithm filters access.
Whoever scans sees exactly what you decided to show.



It is alive

Content is updated online. A promotion, opening hours, a new colleague, a catalogue: everyone who already has the card sees it at once, with no reprint.



It is everywhere

NFC tap, QR code, link, email signature, shop window, counter, trade-show badge: the same content at every touchpoint.



It is modular

Around thirty modules: appointments, quotes, bookings, menus, catalogues, galleries, reviews, job offers, loyalty, opening hours, directions.



It speaks four languages

English, French, Dutch and German. In Belgium and Luxembourg, that is often the difference between being understood and being ignored.



It is measurable

Views, shares, clicks on every button: at last you know what interests your contacts.

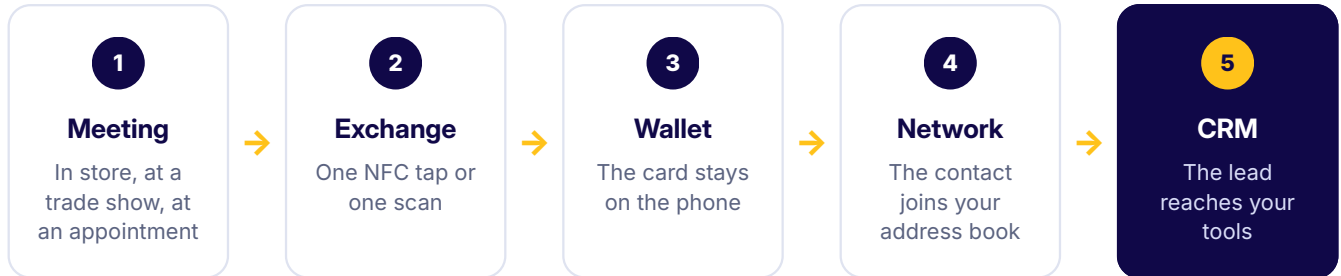


It is readable by AI

A structured card is understood by search engines and by AI assistants, the new front door to shops and professionals.

A relationship network between brand and consumer

This is the heart of bloo.Cards, and what sets it apart from a simple digital card.



- **The exchange creates the connection**

Two people meet, one scans the other's card, and each joins the other's network. The contact becomes a relationship, with its date and context.

- **All the way to the CRM**

New contacts flow into the company's CRM. A meeting at a trade show or a counter becomes a usable lead the same day.

- **European by design**

Data hosted in Europe, GDPR compliant: a trust argument for the brand with its customers.

- **The role, not only the person**

When a salesperson leaves the company, the customer relationship stays with the company and the role. Everyone keeps their personal contacts.

- **Before and after the visit**

Before: discovery, booking, appointment.
After: review, loyalty, information. Payment stays with the merchant.

For the consumer

They keep direct access on their phone to the brands and people who matter to them. No app to install, no newsletter to put up with.

One platform, four uses.



The company

SME, sales team, multi-site chain

THE PROBLEM

Inconsistent paper cards that go out of date fast and are costly to reprint. Contacts that stay on salespeople's phones. Stores that each communicate their own way.

SCENARIO

A chain of 25 stores launches a national promotion. Head office publishes it once: within a minute it appears on every card, counter display and shop window. Each store keeps its own opening hours.

WHAT THE CARD CHANGES

- One shared, locked visual identity
- Content published by head office, local content per store
- 10, 100 or 500 cards rolled out at once
- Contacts that come back to the company and its CRM
- Statistics per card, per team and per store

THE GAIN A consistent brand, no more reprints and, above all, ownership of the customer network.



The freelancer

Professional, craftsperson, consultant, therapist

THE PROBLEM

No time and no budget for a full website. A business that lives on word of mouth, where every lost contact is a lost customer.

SCENARIO

A plumber hands over an NFC card after a job. The customer saves it. Six months later, they find it on their phone, request a quote through the card and leave a review.

WHAT THE CARD CHANGES

- A professional showcase in a few minutes
- Appointment booking or quote request from the card
- Visible customer reviews, easier to collect
- A presence in four languages
- An address book that keeps track of every meeting

THE GAIN A professional showcase for the price of a coffee a month, and word of mouth that finally leaves a trace.



The product

Brand, product on the shelf, packaging, service

THE PROBLEM

Once sold, the product cuts the link between brand and buyer. The label is fixed, and the retailer owns the relationship.

SCENARIO

A wine estate prints a QR code on its back label. The customer discovers food pairings, a video of the estate and the next open day. They save the card: the connection is made.

WHAT THE CARD CHANGES

- A QR code or NFC tag on the product, packaging or display
- Instructions, videos, data sheet, tips: always up to date
- Warranty, review or loyalty in one gesture
- A direct link with the end buyer

THE GAIN The product becomes a medium, and every sale opens a relationship instead of closing it.



The event

Trade show, conference, festival, launch

THE PROBLEM

Flyers thrown away, a printed programme that is wrong at the first change, booth contacts scattered across badges, cards and spreadsheets.

SCENARIO

An exhibitor equips the booth with an NFC board. Every visitor who taps it leaves with the card, and the exhibitor gets the contact. On Monday morning, the leads are in the CRM, sorted by date.

WHAT THE CARD CHANGES

- Programme, map and speakers always up to date
- Invitation and add-to-calendar in one gesture
- Every booth visitor joins the network, then the CRM
- After the event: replays, documents, next edition

THE GAIN An event that keeps going after the doors close, and a return on investment you can finally measure.

bloo.Cards compared

	Paper card	Website	Link page	Social media	bloo.Cards
Updates without reprinting	—	✓	✓	✓	✓
Handed over in person (NFC, QR)	✓	—	—	—	✓
Business content (booking, quote, menu)	—	If developed	Limited	Limited	Via modules
Stays on the customer's phone	Rarely	—	—	Algorithm-dependent	Via the Wallet
Network and CRM	—	—	—	—	✓
Multilingual	—	Budget-dependent	—	—	4 languages
Audience measurement	—	✓	Basic	✓	✓
An audience you own	✓	✓	✓	—	✓

bloo.Cards does not replace your website or your social media: it connects them at the moment of the meeting, then keeps the connection.

A light investment

A single reprint of business cards for a team, or a single customer found again thanks to the saved connection, often pays for a year's subscription.

FREE

€0

For life, no credit card

PRO

€4.99/month

All modules, one business module included

SIGNATURE

€6.99/month

The network and advanced statistics

PREMIUM

€44.99/month

Unlimited cards for the whole company

CORPORATE

On quote

Store networks and key accounts

PVC NFC CARD

€14.99

Reusable indefinitely

Prices including VAT, October 2026. Monthly plans with no commitment; better-value annual prices on bloo.cards.

Questions we are asked

"My customers don't have an app."

They don't need one: the card opens in the browser with a single tap or scan.

"I already have a website."

The card doesn't replace it. It brings people there at the right moment, and keeps the connection a website cannot keep.

"It's a gadget."

The gadget is the object. The channel is what stays on your customer's phone and feeds your CRM.

"What about my data?"

It is hosted in Europe, in line with the GDPR. Everyone's personal contacts remain their own.

Getting the most out of it

1

Keep your card alive

Its value comes from up-to-date content. An offer, a piece of news, new hours: every update reaches your whole network.

2

Choose the network

The free card is an excellent start. The full network and advanced statistics begin with Signature.

3

Put it everywhere

Email signature, shop window, counter, packaging, booth: the more touchpoints your card has, the faster your network grows.

IN THREE SENTENCES

- 1 Your card is no longer a piece of paper that gets thrown away: it is a channel you own, always up to date, in four languages.
- 2 Every meeting becomes a lasting connection, on your customer's phone and in your CRM.
- 3 Company, freelancer, product or event: bloo.Cards connects the brand with its customers, before and after the visit.

Create your free card

In a few minutes, no credit card needed.

bloo.cards

bloo.Cards

Create your card. Keep the connection.