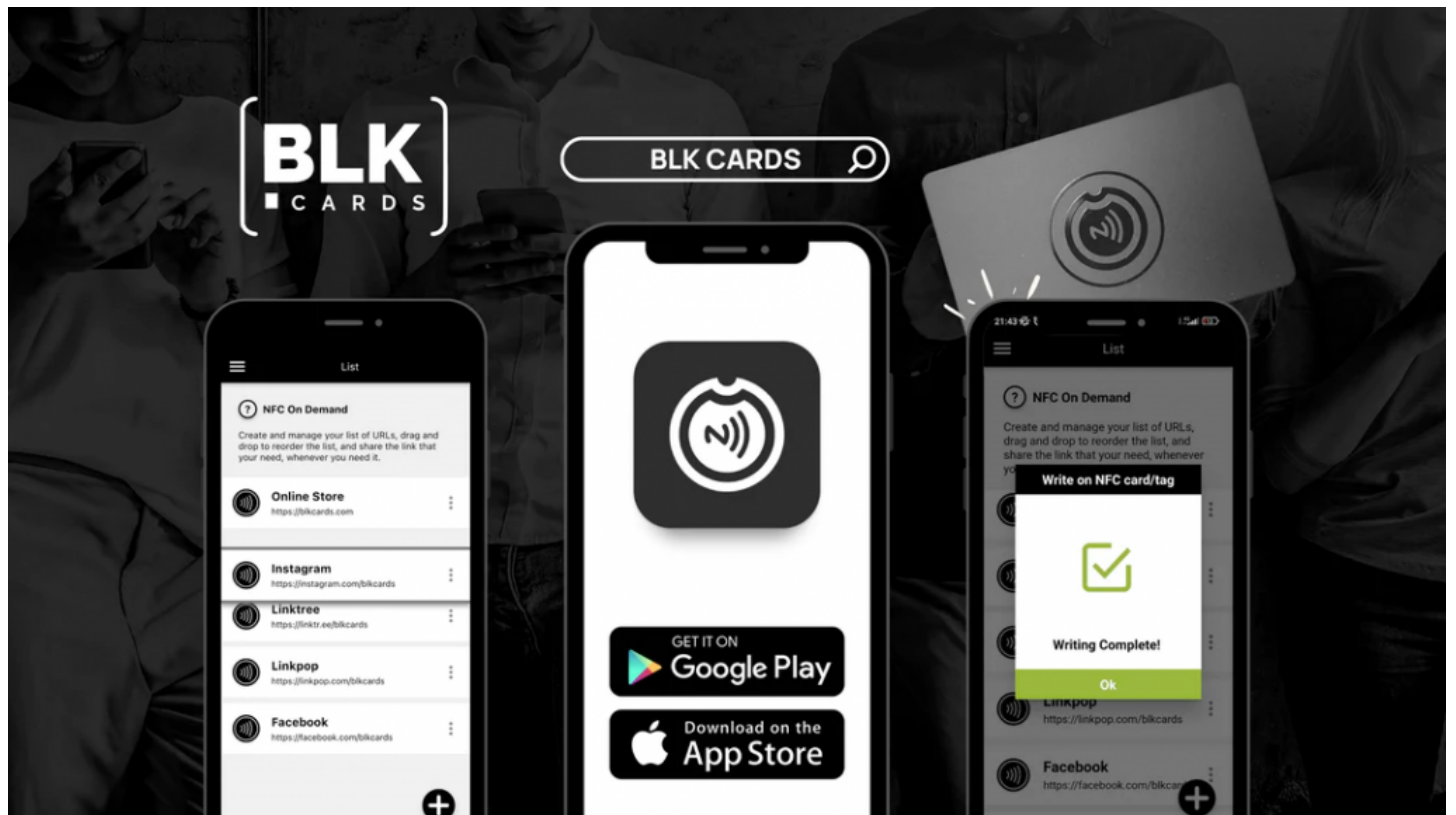# A New App Gives Traditional Business Cards A Tech Makeover

Introducing BLK CARDS, a Free Mobile Application For NFC Digital Business Cards

Hong Kong, Hong Kong S.A.R. Oct 31, 2022 (Issuewire.com**)** - Hong Kong Startup Melting Pot has launched a new mobile application BLK CARDS for Android and iOS that simplifies the way we exchange information, and allows people to connect and share their digital life in real life interactions by simply approaching a contactless business card with a smartphone.

Sharing information with new people in real life is more complicated than a drag and drop from a laptop. It comes down to getting the contact details first, which often involves spelling out names, social media usernames, phone numbers, or email addresses, and typing them manually.

BLK CARDS is a startup that aims at building an instant connection between people using Near Field Communication (NFC) technology, and wants to provide a smarter and more sustainable replacement to paper business cards.

For decades, conventional business cards have served as the initial point of contact for all potential opportunities. But at what cost?

7 million trees get cut every year to produce business cards that are printed at a staggering rate of 27 million cards a day, and 88% of them are discarded in less than a week. Both the environmental harm and the missed opportunities are enormous.

BLK CARDS and NFC digital business cards offer a long overdue technology makeover.

The pandemic created a need for an intelligent and contactless solution for businesses and individuals to exchange digital information and contact details in person. Just like handshakes have been replaced with elbow or fist bumps, traditional business cards have now been replaced by digital business cards using NFC technology, which allows users to share information without physical contact, in just a tap on a smartphone.

Reports show that the NFC tags market size grew from $3.80 billion in 2020 to a projected $15.58 billion by 2030.

"Anyone who has ever used a smart transit card, paid with their smartphone or credit card at a store, has already used NFC. With BLK CARDS, we simply brought that technology into the social sharing realm, adding an opportunity for users to stand out and make a memorable first impression while pitching, selling and socializing." says Philippe Joly, founder of BLK CARDS.

Most of the market-available apps to write on NFC cards are designed for users with technical background. These represent a major barrier to general users. In addition, a lot of digital business cards providers require a signup to create a profile that users can manage online via a servicing platform, or charge a monthly subscription fee. They approach digital business cards as a service.

BLK CARDS, on the other hand, entered the competition with a fresh concept of NFC-On-Demand and the firm intention to narrow the technical and usage gap with a simple and intuitive App, free for all users.

Users can preset unlimited URLs (their Website, Whatsapp, Contact vCard, Instagram, Twitter, Youtube, LinkedIn, Linktree and many more…) and then pick and choose, on demand, anytime, anywhere, what they want to share, based on the context of their business or social encounter.

The BLK CARDS mobile application is available for [Android](#) and [iOS](#) in the App stores. For more information about BLK CARDS, please visit [www.BLKcards.com](#)

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Media Contact
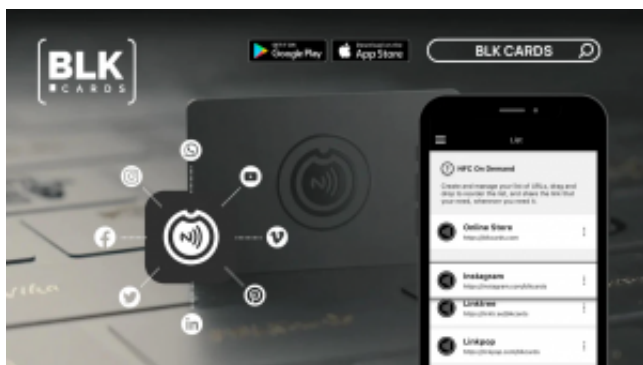
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Source : BLK CARDS

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