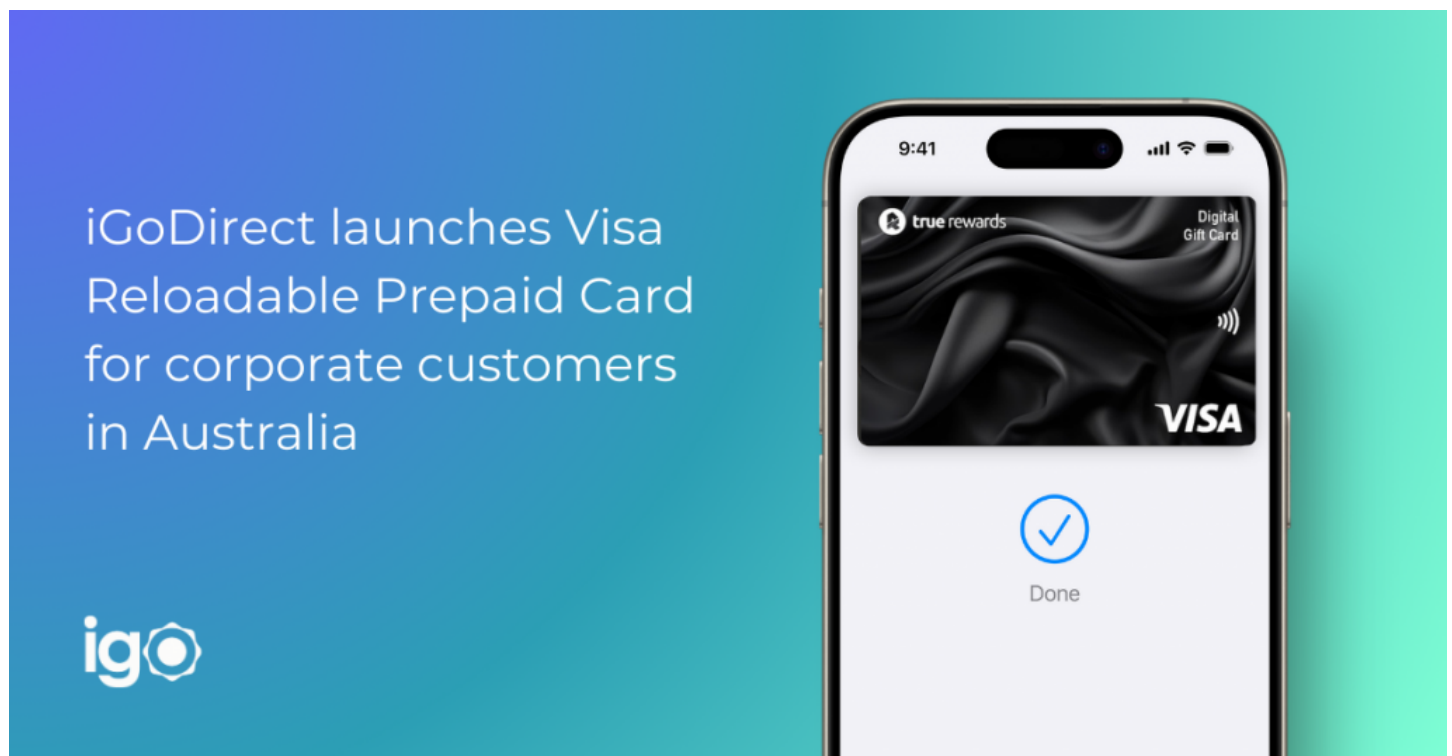


iGoDirect launches Visa Reloadable Prepaid Card for corporate customers in Australia



Kensington, Victoria Nov 14, 2024 ([Issuewire.com](https://www.issuewire.com)) - The iGoDirect Group, Australia's leading prepaid card and rewards technology provider, today announced the launch of its new Reloadable Prepaid Visa card, designed to meet the needs of a broad range of business customers.

The iGoDirect Reloadable Prepaid Visa card enables businesses to instantly issue Prepaid Visa cards that can then be topped up with additional funds over time. This provides an easy and secure payment solution for companies looking to launch and grow their rewards, loyalty or disbursement programs.

Highly versatile and configurable, the iGoDirect Reloadable Prepaid Visa card and customer experience can be fully customised for any brand and embedded into the company's website and app.

The iGoDirect Reloadable Prepaid Visa card is available as either digital or physical cards, with the digital cards built with the [same market-leading Web-to-Wallet experience as the single-load gift cards launched in August](#).

The addition of the Reloadable Prepaid Visa card to the iGoDirect portfolio means that businesses can now instantly issue their own customised reloadable and single load Prepaid Visa cards to their customers and employees.

"As promised, iGoDirect is on a path to disrupt the market with innovative solutions to service our clients' growing demand for frictionless payments. With our licensing and technological capabilities now in place, we are uniquely positioned to bring our 25+ years of rewards and loyalty experience to life with

game-changing solutions.” said Pat Dalton, Founder and COO of iGoDirect.

This new product joins iGoDirect’s growing portfolio of prepaid card solutions, with a broad range of single load, reloadable, digital and physical cards available. Additionally, iGoDirect offers Visa Private Label cards, designed to drive spending across select stores, websites or merchant categories.

For more information, visit <https://igopayments.com.au/prepaid-cards/>

About the iGoDirect Group

Established in 1999, the iGoDirect Group is a rewards and growth technology provider with solutions in gift and prepaid cards, consumer promotions, loyalty programs, and employee and member benefits programs.

iGoDirect has been at the forefront of growth marketing leveraging the evolving digital rewards and payments landscape, its proven bespoke in-house technologies and efficient automated service programs.

Holding both an AFSL and being a Visa Principal Member, iGoDirect can provide a full end-to-end rewards and payments solution - supported by proprietary platforms that provide our clients with effective digital interfaces to bring their growth plans to life.

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