

## Calgary inventor solves plastic card overload

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A Calgary man has come up with a solution to wallets bursting at the seams with loyalty and membership cards.

Bill Hayward has developed an Internet-based process to consolidate all that information onto a single card.

"I just got tired of carrying so many cards in my wallet," he said. "It was really out of necessity that I came up with MyBarCodeCard."

The software developer says he has eliminated the embarrassment of fumbling through dozens of cards at the grocery checkout. Now there's no need to forgo loyalty points or discounts because you're in a hurry.

"It's really, really convenient," said Bill Tempany, one of the first to use the product. "It's fantastic. Everybody who sees it asks where they can get one."

The CEO of AeroMechanical Services Ltd. said a dozen of his employees have signed up for a special version with the company logo.

Hayward, 48, created the prototype several years ago by reproducing bar codes as labels and pasting them onto a sample card.



**The MyBarCodeCard developed by Bill Hayward replaces many cards.**

**CREDIT: Grant Black, Calgary Herald**

The commercial version looks like any plastic bank card. It has space for up to 14 codes, which are printed on the surface.

"It's amazing how many membership cards people carry," said Hayward, president of Web4mation Corp. "A lot of people I know quit taking new cards because it's too inconvenient."

Although the former accountant has been tinkering with the project for over a decade, it wasn't until last month that it really took off with the launch of his 100% secure website, [www.mybarcodecard.com](http://www.mybarcodecard.com)

The product is typically mailed within a week. Hayward said he can fill thousands of orders per week.

The website features over 150 cards to select from, including all the major airlines, hotels and grocery chains and other retailers. The list continues to grow on almost a daily basis.

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