



**HIDDEN disabilities**

Launch date:  
**19 March 2024**

# Sunflower Extra is here

## Important update for Sunflower-friendly businesses

We're excited to introduce Sunflower Extra, a digital version of the Sunflower Card that makes it even easier for people with non-visible disabilities to communicate the support they need.



From 19 March, Sunflower wearers may start presenting their Sunflower Extra cards in your business. Your team should be aware and ready to offer support.

Sunflower Extra is a new digital version of the traditional Sunflower Card. With a simple tap on a phone, it opens a personalised support page, letting your team know how to assist customers and colleagues without the need for lengthy explanations.

- **Instant and discreet:** customers can share their support needs with a quick tap
- **No app needed:** works on most smartphones without any downloads
- **Fully customer-controlled:** they choose what information to share

### Resource for your team

Let your team know about the launch — Sunflower wearers may start using Sunflower Extra in your location.

### We've made it easy for you to prepare your staff ahead of launch

- **Short explainer animation:** a quick video to show how Sunflower Extra works
- **FAQs for your team:** Simple answers to common questions about Sunflower Extra
- **Quick staff guide:** key information to help employees understand what to do when they see a Sunflower Extra Card

[Access all resources here](#)

**No extra training is required** — if your team is already Sunflower-friendly, this is just an additional way to support individuals with non-visible disabilities.

### How it works

- **Carry the card:** Sunflower wearers present their Sunflower Extra card, just like the traditional Sunflower card
- **Tap to connect:** a simple tap on an NFC-enabled phone opens their personalised support page
- **Understand and assist:** the digital profile provides clear, instant information on how best to support them

### Why it matters

Many disabilities aren't immediately apparent to others, it is estimated that up to 80% are not visible. This can affect how people access and enjoy spaces around them. True inclusivity means making changes that help everyone feel they belong, and Sunflower Extra is designed to do just that.

Empower your customers and colleagues. Make your business a place where everyone feels seen, supported, and valued.

**Thank you for helping making the invisible visible.**

