

Gift Card Production

BENEFITS AT A GLANCE

- A full range of offerings for card production and packaging
- Flexible fulfillment options, including support of virtual gift cards
- Automatic inventory tracking and replacement to ensure sufficient card supply
- Optional turnkey issuance and distribution of cards direct to end-users
- Ongoing customer service and support



Maximizing Your Gift Card Program

Operating a gift card program – or any kind of stored-value initiative – is a major undertaking. Whether you place initial orders of 1,000 cards or millions of cards, you need to work with an experienced partner who knows the details of gift card production inside and out. As a Chase Paymentech Gift Card Custom client, you'll tap into the global resources of one of the largest payment processors in the world.

No Matter What Size Your Program, Getting Started is Easy

Your Implementation Manager will work with you to gather the information needed to establish your account, and the parameters

of your project. You can also work with Chase Paymentech's marketing group to design your gift card or to build the ideal plan to market your gift card program through merchandising, collateral materials or in-store displays.

As a Gift Card Custom client, you'll have access to a full range of offerings for card production and packaging. Our Card Production Consultant will work closely with you to select and produce cards, carriers, or marketing materials that match your individual needs. Once you've finalized your design, your cards are loaded and printed at a Chase Paymentech-certified production facility. All of our production partners undergo a rigorous certification and security screening, as well as credit and background checks, and constant quality assurance checks.

Need Fulfillment Options? We're Flexible!

Your gift card program will only be as successful as your ability to meet the demands of your customers and your individual locations. That's why many of our clients look to us to help them in developing comprehensive fulfillment plans.

To meet consumer demands, we can work with you to establish a web presence that allows your customers to place orders for single cards, or order cards in bulk, depending on their needs. Cards are shipped by secure shipping methods and are ready for use by your customers. Consumers receive a personalized confirmation e-mail prior to shipment of the order to the recipient. And because



Chase Paymentech: The Right Partner

When it comes to a gift card partner, you need the right program for your business. The right information to make good decisions. And the right support to keep the program running smoothly. You get all that and more with Chase Paymentech. When you add one of our gift card programs to your business mix, the only change you may notice is an increase in revenues.

As a global leader in payment processing and merchant acquiring, Chase Paymentech offers a consultative approach that helps today's small and emerging businesses become tomorrow's industry leaders. On the Internet or at the point of sale, our unique combination of outstanding service, innovative solutions and financial strength offers solid benefits to companies just like yours.

There's More to a Gift Card Than Giving

Gift cards can represent a significant business opportunity for any business. But have you considered ways a Chase Paymentech gift card program could benefit your business?

Try using gift cards as:

- **Employee incentives**
- **Promotional cards**
- **Merchandise return cards**
- **Employee cards**

When you do, you'll be able to offer all the perks your customers and employees demand, with all the flexibility and control you expect from your gift card program.

more consumers are shopping online, virtual gift card delivery via e-mail is also available. Whichever you choose, we back both programs with dedicated customer service to assist you and your customers.

We can also help you maintain in-store card inventories at levels that ensure a sale is never lost due to an insufficient card supply. These inventory management services rely on client-defined thresholds to automatically ship replacement stock and replenish store inventory from secured warehouses. This system is also supported by a secure, online interface and fax-to-order capabilities so your locations can order stock replenishments quickly and easily.

Turnkey Bulk Fulfillment by Chase Paymentech

Chase Paymentech can even offer turnkey issuance and distribution of promotional cards direct to end users. This program, which has both consumer and B2B applications, packages your gift cards in promotional carriers and ships them direct to your customer base under your name. It's a seamless way to reach individual customers without the overhead involved in establishing and maintaining an in-house direct mail operation.

No matter which fulfillment options you choose, Chase Paymentech provides you with a comprehensive array of tracking and fulfillment reports that keep you informed of the whereabouts of every single card in your order. More important, we provide you the services and support you need to keep the program running smoothly from the program's launch.

Make the Right Call

No matter how intricate a gift card program you need, getting it up and running is easy with Chase Paymentech. We've made our name by providing companies just like yours with the highest quality stored value programs in the industry – all supported by exceptional customer service.

To learn more about Chase Paymentech's Gift Card Custom program and how it can help create new customers and grow your brand, ask your Chase Paymentech Account Executive for more information.

www.chasepaymentechgiftcards.com

*Depending on when you executed a merchant agreement with Chase Paymentech for credit card services, you may be required to execute a new Gift Card agreement. See your Chase Paymentech representative for details.

