

Customize your card program to your needs:

- ▶ **Format:** 2,125" H x 3,375" W (CR80)
- ▶ **Colors:** 4 color process both side plus additional pantone color
- ▶ **Shape:** Regular CR 80 or special shape
- ▶ **Coercivity:** Lo co and Hi co
- ▶ **Backing compatibility:** Hot stamping, D.O.D process, thermo transfer, scratch-off stickers, signature panel
- ▶ **Thickness:** .030 mil / patented manufacturing process
- ▶ **Visual effects:** Exclusive patented Drip at 80 frames: 2D/ 3D, 3D, Flips, animation, zoom, morph, video grab or any combination
- ▶ **Options:** Metallic inks, foil imprints, Magnetic stripe, high resolution bar coding, encoding, numbering and personalization.
- ▶ **Special project:** We can handle any project, regardless the size and the complexity.

Interesting market facts:

- ▶ Gift card have been growing from 11% to 15% annually since 1993.
- ▶ More than 50% of Americans are using loyalty card on a regular basis.
- ▶ More then 60% of US household rely on loyalty programs in their shopping.
- ▶ NRF (National Retail Federation) estimate that gift card was approx. 17 billions in 2002-2003 and is now projected to hit \$90 billion by 2007.

Basic questions prior to process your card program:

- ▶ Does your bank card processor also process the gift card transactions?
- ▶ Are there different types of retail locations (i.e. Corporate stores, franchises, independent dealers)
- ▶ Can gift cards purchased at one location be used at another location?
- ▶ Are the cards imprinted with each location?
- ▶ Bar Code activated or Mag Stripe activated?
- ▶ Bar Code Redemption or Mag Stripe Redemption?
- ▶ Are cards affixed to carriers for display and gift giving?
- ▶ Are cards loose in a display rack?
- ▶ Are there batching or boxing requirements for distribution?
- ▶ Is there an internal distribution center or are card orders sent by a third party.
- ▶ Is there a contract for gift card processing?
- ▶ Does this contract require that the transaction processor supply the cards?