



The Technology of Possibility

Complete Card Management Solutions

Gift Cards

The Gift Card

The gift card provides a more thoughtful way of giving money. Cardtec is able to offer highly personalised gift cards as part of its card product portfolio, driven by the capabilities of the state of the art digital presses and card manufacture.

Digital print from Cardtec enables each card to be printed with a unique personalised message, enhancing the value of the gift card to both the issuer and cardholder.

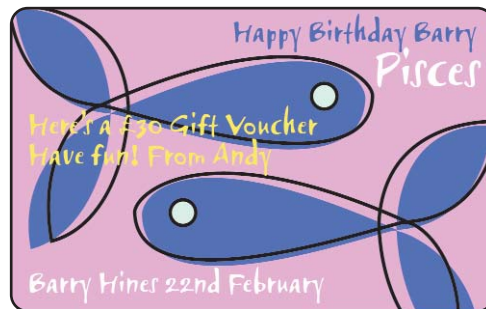
As an issuer you can benefit from:

- Highly personalised cards for greater brand interaction with your cardholders
- Encouraging greater customer acquisition
- Cost effective card production - short to medium print runs. It's our forte!
- Ability to run test marketing and seasonal promotions
- A secure and durable card
- Superb quality digital print in 4 or 6 colours
- A complete fulfilment service

Customers and cardholders will benefit from:

- A highly personalised gift - unique to the cardholder
- Easily stored in purse or wallet
- Re-useable, giving additional value
- Easily redeemed on-line
- A secure and durable card
- Mailed direct to their door

Cardtec will make your gift card truly unique, putting your brand at the forefront with your customers.





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The use and issuance of Gift cards has increased significantly over recent years and the concept is evolving to develop new prepaid card products. The commercial sector has taken this idea and started to utilise it to its full extent for **gifting, travel money** and as a **payment card**. While the corporate sector has started to utilise it for **expenses, incentives, rewards and payroll payments**, and the Government utilising it for **benefit payments**.

The gift card is durable, secure and when utilising one of the various card technologies, such as:

- Magnetic stripe
- Smart “chip”
- Contactless (RFID)
- Barcode

The gift card becomes flexible in its use and an interactive marketing tool that fits conveniently into your customer's wallet or purse.

The re-loadable feature enables the gift card to be used again and again, not only at the

various high street retail outlets, but also online. With the growing concerns and fears of online fraud, the gift card provides a safer way to shop, which many people are turning to as a lower risk alternative to using their debit or credit card for online purchases.

Gift cards provide many benefits to issuers:

- Increase brand awareness
- Encouraging greater customer acquisition

Gift cards - bringing benefits to the retail and corporate sectors:

- No more sending vouchers by post - now just one card
- No need for secure storage, as cards have no value until activation
- Reduced postage costs
- Gift cards can be activated at point of sale, or online or by telephone
- Can be displayed as no monies held on card until activation
- Reduced fraud and theft

- Monies retained on card - keeping spend with issuer!
 - Benefit from “Float” left on card
 - Re-loadable and top-up facility
 - Increased speed of transaction
 - Online shopping - provides control and security to user
 - Improved brand and corporate image
 - Corporate issuing, increased security via electronic money transfers
 - Reduces backroom administration and accounting
 - Multi-functional and re-useable
 - Generic cards - different values on one card - currency differences
- Cardtec understands the benefits of the gift card and we have the knowledge and expertise to assist with your programme and make highly personalised gift cards, quickly and cost effectively.

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To understand more and enable Cardtec to assist in the success of your gift card, contact us now. Queens Lane, Mold, Flintshire CH7 1JR

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Cardtec: Complete Card Management Solutions from Payne Security.

