

Print-on-Demand (POD) Card Carriers

Elevate your cardholder experience
with a design that drives activation
and card usage

Transform your card carrier into a powerful marketing tool. Each customer touchpoint can help drive revenue, build loyalty and increase satisfaction.

Partner with a single-source provider that values relationships as much as you do. Print-on-demand card carriers from Fiserv are designed to drive the highest level of engagement, card activation and usage.



Streamline Card Carrier Creation

Creating an engaging experience for your cardholders should be a smooth and simple process. Your customers deserve creative, engaging and personalized materials – without sacrificing efficiency or depleting your budget.

The process of designing, writing and finalizing marketing materials on your own can be troublesome and time consuming. Using a templated approach for your card carrier saves time and money. Ease your workload and increase your efficiency by using a predesigned template that allows for customization.

Follow these simple steps:

1. Choose your production-ready template
2. Provide your branding information
3. Customize your message, terms and conditions
4. Review and approve your card carrier proof
5. Focus on what matters most – growing your business!



Promote Brand Consistency

Our predesigned card carriers feature a clean, modern design and are well-suited for brand customization. With Fiserv, you have the flexibility to adjust logos, brand colors, offers and card names. Staying consistent with your branding increases brand awareness, recall and gives the cardholder the best experience possible. Whether you're trying to motivate activation or drive card usage, a print-on-demand card carrier template can help you deliver the right communication.



Consider these statistics:

Over

**300
Million**

Cards Personalized
Annually

**9
Billion**

Images Printed
Annually



More than

6,000

Clients Across a Multitude
of Industries



Designed to Be Production-Ready

Fiserv completes the entire process – from printing and affixing to folding and mailing. We deliver clear, quality, high-speed digital printing with several options for folds and perforation. Using a preapproved template guarantees that the document is production-friendly and ready for assembly.

Our templates take the guesswork out of card carrier design. We have pinpointed the best position to affix the cards with a clear, non-residue adhesive. Printed simplex or duplex, a compelling card carrier allows you to optimize each communication touchpoint. Under each card, the customer sees relevant messages and a clear call to action. With our templates, you have the option to either create your own message or use prewritten content.

Because the templated approach is predetermined and efficient, you can achieve a high level of personalization without generating a high cost-per-carrier. Printing disclosure information on the reverse side of the carrier, rather than on an insert, reduces costs even further.



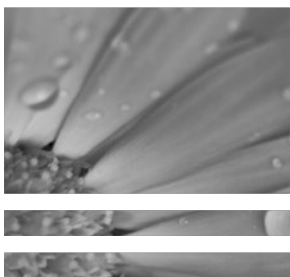
Enhance Cardholder Engagement

Intentional design can transform card carriers from plain, lackluster documents into powerful marketing tools. With on-demand color printing and more carrier space, you can incorporate highly personalized messages that make your cardholders feel more connected.

Fiserv can help you create the experience that helps drive customer engagement and retention, reduces costs, increases revenue and improves efficiency within your business.



Make Your Carrier Stand Out With Color



3 out of 10

notice the message
in black and white



8 out of 10

notice the message
in color

The Card Carrier Difference

- On-demand color printing: Print text, logos, promotional offers, co-branding information and other graphic elements on both sides of the carrier
- True cost savings and operational efficiency: High-quality, on-demand printing reduces the need for large inventories of preprinted forms. In fact, you can go from blank white stock to finished carriers and eliminate preprinted form inventories altogether
- Multiple format options: 8 ½" x 11", 8 ½" x 14", and 11" x 17" sized paper, z-fold or c-fold, on 24# paper stock
- Greater prominence for important marketing messages and cross-sell opportunities
- Reduced card issuance costs: A seamless, one-stop shop for the entire process creates greater cost efficiencies for your organization
- Reduced need for inserts: With one and two-sided printing capabilities, you have more real estate for your marketing messages
- Increased revenue and response rates: By reducing your cost per card and throughput, profits are increased. And, card carriers with relevant messages help increase customer engagement
- Reduced risk and cost of obsolete inventory: On-demand printing means that you never have wasted or obsolete inventory sitting on your shelves

Source: The Michael Allen Company With TNS Intersearch

Connect With Your Cardholders

Ensure that your customers are engaged every step of the way. The card carrier featured here is a full color, 8.5" x 11" Welcome Package. Fiserv templates offer an intentional design, with the flexibility to adjust logos, brand colors, card names and messaging.

- 1 Incorporate your unique logos, colors, offers and card names to stay consistent with your brand.
- 2 Welcome your cardholders and motivate a prompt card activation.
- 3 Place one or two cards prominently on the front page, with additional activation information printed under each card.
- 4 Display product information such as benefits, perks and services that are unique to this specific card.
- 5 Enhance the cardholder experience with relevant messages and content catered to your customers.
- 6 Build lasting relationships with your cardholders by cross-selling and up-selling relevant products.

Every touchpoint with your customers is an opportunity to promote brand consistency and deepen the cardholder relationship. Our featured designs transform card carriers into powerful marketing tools.

455 WINDING BROOK DRIVE
ANYTOWN, CT 06033-1234

1

[Endorsement Line]
(John Q. Sample)
(Address 1)
(Address 2)
(City, State, Zip)

2
WELCOME

2
Your journey starts here.
Activate your new card today
and start earning points!

3

Let's get started.
Choose one of these ways to activate your
new Everyday Select credit card today.

1-800-123-4567
 1stFinancialSource.us.com
 First Financial Mobile App

YOUR NEW CONTACTLESS CARD HAS ARRIVED!

4
Start earning today

Whether you're grocery shopping, bill paying or Uber riding, your Everyday Select credit card is the right choice, every time.
You'll earn 3X points on travel, 2X points on dining and cash back on every single purchase.

FREEDOM FROM FEES
 no annual fee
and no foreign
transaction fees

EARN 3X POINTS
 on travel, including
gas stations,
Lyft and Uber

EARN 2X POINTS
 at all restaurants,
from fast food to
fine dining

Call 1-800-123-4567 or visit www.1stFinancialSource.us.com to learn more.

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CONVENIENT AND CONTACTLESS

Take advantage of contactless payment options, too. Tap your card wherever you see the Tap to Pay logo or add your Everyday Select credit card to Apple Pay on your phone.
First Financial Source features and services help ensure your personal security – both online and in the real world.

- Smart chip technology to enhance payment security
- Zero liability protection from unauthorized transactions
- Identity theft resolution with 24-hour Customer Support

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With uChoose Rewards, you'll earn points at all your favorite retailers, both in-store and online. Points are redeemable for thousands of rewards, from cruises and airline tickets, to high-definition TVs and pet essentials.
Visit uChooseRewards.com today and make sure you're registered for the uChoose Rewards program.

You've got the power to purchase and earn in your pocket.
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Terms And Conditions

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More Than a Card Carrier

This tangible touchpoint is an opportunity to welcome your new cardholder and drive card activation. Activation is a critical first step in what can become a rewarding, long-term relationship with your cardholder. Partner with a single-source provider that values relationships as much as you do.

Move forward with Fiserv today.



CONVENIENT AND CONTACTLESS

Take advantage of contactless payment options, too. Tap your card wherever you see the Tap to Pay logo or add your Everyday Select credit card to Apple Pay on your phone.

First Financial Source features and services help ensure your personal security – both online and in the real world.

- Smart chip technology to enhance payment security
- Zero liability protection from unauthorized transactions
- Identity theft resolution with 24-hour Customer Support

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You've got the power to purchase and earn in your pocket.

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Terms And Conditions

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455 WINDING BROOK DRIVE
ANYTOWN, CT 06033-1234



[Endorsement Line]
[John Q. Sample]
[Address 1]
[Address 2]
[City, State, Zip]
[Barcode]

WELCOME

Your journey starts here.

Activate your new card today and start earning points!

Let's get started.

Choose one of these ways to activate your new Everyday Select credit card today.

- 1-800-123-4567
- 1stFinancialSource.us.com
- First Financial Mobile App



YOUR NEW CONTACTLESS CARD HAS ARRIVED!

Dear John Q. Sample,

Welcome to your Everyday Select credit card. With First Financial Source, you have the power to earn unlimited cash back.

Your Everyday Select credit card comes with built-in benefits and no annual fees. Plus, you can add up to three authorized users at any time. Call the 24-hour Customer Support Hotline at 1-800-123-4567. You'll earn points on their purchases, too!

Sincerely,

Bob Smith
Senior Vice President

Start earning today

Whether you're grocery shopping, bill paying or Uber riding, your Everyday Select credit card is the right choice, every time. You'll earn 3X points on travel, 2X points on dining and cash back on every single purchase.

FREEDOM FROM FEES



no annual fee and no foreign transaction fees

EARN 3X POINTS



on travel, including gas stations, Lyft and Uber

EARN 2X POINTS



at all restaurants, from fast food to fine dining

Call 1-800-123-4567 or visit www.1stFinancialSource.us.com to learn more.

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Full Color 8.5" x 14" Welcome Package

Connect With Us

For more information
about card services:

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 getsolutions@fiserv.com

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