

Card Program



Valuable information to successfully promote and market your card program.





In This Guide

- Much More Than Gifts: How to Promote Your Cards
- How to Setup Your Retail Display
- Standard Card Designs
- Card Carriers
- Important Reorder Information
- How to Contact Us



Standard Card Designs

When reordering cards, you can choose from any of the card styles below, add either your logo or text, and choose the color for printing your logo or text. There is a minimum reorder quantity of 100 cards.

Select one of the following card styles*:



Retail BB1



Retail BX1



Retail GB1



Dine 01



SPA 01



Floral 01



Coffee 01



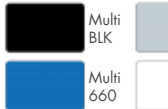
Sports 01



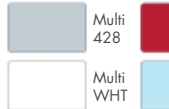
Auto 01



GKSV 01



Multi
BLK



Multi
428



Multi
1805



Multi
660



Multi
WHT



Multi
290

Solid Colors

NOTE: Please note that the color of the card, graphics and text shown on the card samples cannot be modified.

Choose either logo OR text branding. For text branding, select one of the following three font styles.

Brush Script

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789*

Arial Script

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789*

Times New Roman Script

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789*

Select one color for your logo OR your text branding*:



Black



Red



Blue



Dark Blue



Gold



Green



Purple



Gray



Burgundy



White



Orange



Pink

* Colors on style guide may differ slightly from actual colors.

Card Carriers



Additional Card Carriers are available in the following designs and come with white envelopes.



Generic #GN001



A Gift For You #AG012



Thank You #TY001



Happy Birthday #HB005

NOTE: Carriers come in packs of 100 and can be ordered individually as well as in sample packs.





Welcome to the Elavon

Dear Valued Merchant,

Thank you for choosing Elavon as your card program partner. You can begin offering cards right away! Contact our training department if you have questions or need additional training. For U.S. call 1-866-451-4007, for Canada call 1-866-365-0198.

An acrylic display stand to showcase your cards will arrive in a separate shipment. Displaying the cards near your point of sale will help you take advantage of this new promotional tool. This guide details how to setup and use your cards in the most effective ways.

Your cards can be used for more than gifts. They are a powerful marketing tool to promote your business and encourage repeat business. Inside this guide is more information to help your business all year long.

To reorder gift cards or learn more about other program options, please contact your merchant services sales representative, or email us at productinfo@elavon.com.

Sincerely,
Elavon

Much More Than Gifts

Card Program Uses

From a prepaid program that thanks customers to promotional advertising opportunities, your card program has many applications. Use your new cards to help build brand awareness and increase revenue while also lowering expenses with promotions and merchandise returns.

Look at all the ways you can use your cards:

Corporate

- Gifting
- Promotions
- Employee rewards
- Charitable donations

Your Store

- Merchandise returns
- Promote a new product
- Offer a discount
- Customer appreciation
- Enforce your brand

Endless Possibilities!

Appeal to your customers with the endless possibilities of promotional cards.

1. **Customer Appreciation Rewards** – thank existing customers and reward them for coming back with a promotional card to use on their next trip.
2. **Community Awareness Programs** – donate promotional cards to local churches, schools, and other non-profits as fundraisers. New customers are sure to visit your business.
3. **Meet Your Neighbors** – partner with local restaurants or other businesses to reward their customers with promotional cards that drive traffic to your business. Provide promotional cards to your neighbors to share with their customers at check-out.
4. **Customer Service Program** – promote goodwill by using promotional cards to turn an angry customer into a repeat customer.
5. **Merchandise Returns** – initiate a merchandise return program that keeps money spent in your store by providing in-store credit for merchandise returns. Not only are customers likely to use the card, there is a good

Retail Display Kit

Suggested Card Display Setup

1. Insert one card inside plastic sleeve of display stand back
2. Affix display stand back to display stand
3. Place stand on counter near point of sale
4. Place carriers and envelopes in top two rows
5. Insert cards in first row near counter
6. Promote your cards!





Important Reorder Guidelines

Don't let your card supply run low! Make sure you plan ahead to allow sufficient time for card delivery.

Standard Cards

Delivered within 10 business days
Minimum reorder: 100 cards

Custom Cards

Delivered within 21 business days
Minimum reorder: 500 cards

Card delivery timelines commence upon our receipt of your proof approval.

Contact Us

For customer service questions,
U.S. and Puerto Rico call 1-800-725-1243 option 6,
Canada call 1-866-310-3345

For training issues or questions,
U.S. and Puerto Rico call 1-866-451-4007,
Canada call 1-866-365-0198

For card reorders, new card orders, or to purchase card carriers call your merchant services representative or email productinfo@elavon.com.

