

Product



Card Carriers

Add Your Personalized Marketing Messages to One or Both Sides of Your Card Carrier



Black and white or color, Fiserv enables you to customize your carriers with marketing messages and color that deliver a truly unique cardholder experience from one trusted partner, Fiserv.

Streamline Your Card Carrier

Creating a cardholder experience must be balanced with driving efficiency and cost savings. A card carrier with impact helps you create a streamlined and personalized cardholder experience without sacrificing efficiency and draining your budget.

Using intuitive technology to drive variable messaging, you can now deliver personalized messages to each cardholder, letting them know you are focused on meeting their individual needs. This technology also drives efficiency into your organization, enabling you to meet tight customer deadlines. Starting from white paper stock helps you consolidate card carrier inventories and allows flexibility for change in copy or graphics. The result is shortened cycle times, reduced costs and minimized inventory of preprinted carriers.

Send Targeted Messages to Your Cardholders

Fiserv enables you to deliver on one-to-one messaging while supporting your strategic marketing initiatives.

Card Carriers from Fiserv offer the capability to personalize messages at the individual cardholder level with name, seasonal messages or special promotions. And, because the Card Carrier process is so efficient, you can take advantage of this high level of personalization without compromising throughput or cost per carrier.

Deliver the Options that Differentiate

With Card Carriers, you can choose a Fiserv Standard pay-as-you-go ATM, Visa®, Mastercard® or EMV™ design, or create your own. You can also select from Premium Card Carrier designs to draw attention to your message and create an enhanced image; Fiserv offers premium carriers designed for your debit, rewards, or gift card programs. And, if you don't find a Standard or Premium Card Carrier that meets your needs, Fiserv can help you create a Customized Card Carrier using hundreds of font or color options.

On-Demand Color Available

Are you ready to combine your marketing message and the power of color for card fulfillment? Fiserv offers excellent in-line color quality with on-demand printing technology—helping you reduce your overall marketing expenses while providing eye-catching and impressive delivery to your cardholders in color.

Color transforms Card Carriers from plain, ordinary documents into powerful marketing platforms. With on-demand color printing and more carrier space, you can add highly personalized marketing messages and

other information to mailers to help achieve business goals such as increased card activation and revenue per card.

Benefits include:

- Provides in-line color capabilities that enhance the cardholder experience
- Offers two size options, including 8 1/2" x 11" or 8 1/2" x 14" for more flexibility
- Delivers speedier time to market with on-demand technology starting from white paper
- Virtually eliminates the need for custom carrier inventory
- Differentiates your brand with colorful carriers

Uncompromising Quality and Value

Card Carriers can help you drive results and get the most from your card programs. As a valuable marketing tool, the Card Carriers deliver high-resolution printing with a clean look with options for perforation or folds. Cards can be affixed to carriers and printed simplex or duplex. A clear, non-residue adhesive is used to affix the cards which means you can specify messages in the area where cards are affixed.

Fiserv completes the whole process—from printing and affixing, to folding and mailing—enabling you to drive results for your cardholders.


Reduced Inventory, Waste and Postage Costs

On-demand in-line printing helps you reduce obsolete carrier inventory and waste. Fiserv technology also enables you to reduce your postage costs by placing multiple cards per carrier. Further reduce costs by replacing inserts with disclosure information on the reverse side of the carrier.

Put Marketing Power in Your Card Carrier

Call Fiserv for specifications or download it from the web at Fiserv.com/ultraformspec. The specifications provide you with the guidance needed to create your Card Carrier experience.

Deliver relevant, business-critical communications accurately, on time and cost effectively to your cardholders. Fiserv can help you create the experience that helps drive customer satisfaction and retention, reduce costs, increase revenue and improve efficiency within your business.



Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit fiserv.com to learn more.

The Card Carrier Difference

- **On-demand color printing:** You can 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 mailings and eliminate preprinted form inventories altogether.
- **Multiple paper stock options:** 8 ½" x 11" or 8 ½" x 14", 24# paper stock.
- **Segmented special offers:** Greater prominence for important marketing messages and cross-sell opportunities.
- **Reduced card issuance costs:** A seamless, one-stop shop for the entire process— from printing and affixing, to folding and mailing—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, personalized messages help increase customer engagement with your Card Carriers.
- **Reduced risk and cost of obsolete inventory:** On-demand print capabilities mean you never have wasted or obsolete inventory sitting on your shelves.

Connect With Us

For more information about Card Carriers, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.



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