

 Solution

## Metal Payment Cards

Drive Incremental Revenue and Differentiate Your Brand With Our Turnkey Solution

In a wallet full of plastic card options, nothing offers the style and prestige of a metal payment card. Laser-engraved metal cards differentiate your brand and generate incremental revenue.

**Consumer demand for style and status is driving the trend toward metal payment cards. Their prestigious look and feel pushes them top of wallet, elevates your brand and creates a competitive differentiator.**

### Enhancing the Accountholder Experience

By offering metal debit and credit card options, you can take card payment experiences to a new level. Fiserv offers payment cards that have a metal core with PVC front and back. This combination offers lower manufacturing costs over full metal cards. Front and back laser personalization is available to create the allure and quality that accountholders expect.

### A Single Source for Card Fulfillment

Fiserv can help you implement an affordable, turnkey metal card program with personalization, packaging and fulfillment to enhance your card portfolio. Whether you need 200 cards or 200,000, we manage everything you need in order to create, manufacture and deliver metal cards.

### Card Carriers

Several design options are available for metal card carriers:

- Preprinted carriers
- Print-on-demand carriers, including monochrome (black and white) and full-color digital printing
- Multiple size options, including 8 ½" x 11", 8 ½" x 14" and 11" x 17" (folded into a booklet)

## Custom Packaging

Be creative and boost your brand. Customization of the exterior packaging is available for orders with a minimum of 2,500 pieces.

## Activation Messaging

Choose from a custom card activation label affixed to the card, or add your activation message to the card carrier.

## Return Mailers and Secure Destruction

To ensure secure destruction of old cards, Fiserv offers a postage-paid return envelope that can be included with the metal card. Accountholders can simply ship their cards to our secure, PCI-compliant facility, where metal cards are destroyed.



## Design Features

- Metal cards are available in 15-gram weight
- Available in contact and contactless card options
- Laser engraving is offered for the front and/or back
- Metal runs edge to edge



### Key Benefits:

- Offer the style and status cardholders expect
- Boost engagement and loyalty
- Generate additional revenue
- Gain a competitive advantage
- Build brand awareness

# Connect With Us

For more information about  
metal payment cards from Fiserv

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 [fiserv.com](https://www.fiserv.com)

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.

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