

Put Your Card Program to Work for You



Card Manufacturing

The estimated target audience for metal cards is nearly 40 million-strong.¹

In this age of competitive marketing, a distinctive card can encourage cardholders to use it frequently — and increased card usage generates more revenue for your financial institution. Harland Clarke makes it possible for you to tailor your card designs to your individual goals and branding strategy.

Experience how easy a custom card can be.

- **Consulting expertise:** Count on us to work with you to ensure your cards have the look you want.
- **Design expertise:** With an in-house design team you can consider any image for your card: a three-dimensional rendering of your logo, local landmark, translucent or full-faced foil designs — the sky is the limit!
- **Technical expertise:** We know cards — Visa®, MasterCard®, Discover®, and AMEX® networks and processors — and we know their requirements and expectations. We send your proof for approval and manufacture cards in a certified facility to ensure your cards meet their design and technical specifications.

Drive usage with innovative cards.

We work with you to rebrand your cards with the latest technology — clear cards, translucent cards, full-face foil, metallic inks, and pearl overlays. We also offer EMV® chip, metal cards and dual-interface cards. We make your card the one everyone is talking about — and using.

Award-winning designers

Our in-house design experts know exactly how to create cards that engage customers and represent your brand — cards that look great when printed, and that customers are proud to carry in their wallets. (Our professional design services are included in our manufacturing solution at no extra cost.)

End-to-end support

Our team can help you design a card with the look you want, including metal, clear, translucent, full-face foil, metallic inks and pearl overlays. In addition, we have a selection of EMV[®] and contactless chip options.

Flexible printing options

Just add your logo to one of our pre-designed cards and it's ready to print. Disclosure text on the back can be customized, and changes to the image on the front are by request. We offer inexpensive, pay-as-you-go, quick-turn cards that are preprinted or printed on demand.

Custom options available

Go local with card designs that speak directly to your customers, making it easy to reach niche markets or specific accounts with cards highlighting schools, affinity groups and landmarks.

Drive usage and revenue with card designs tailored to your institution's goals and branding strategy.

Call **1.800.351.3843**

Email **contacthc@harlandclarke.com**

Visit **harlandclarke.com/CardsCX**