

# FlexCache® Gift Card Programs.

## Incredibly easy. Immediate benefits.

Gift cards make it easy for millions of customers to give just the right gift without all the hassles. We make it just as easy for your business to offer gift cards.

Our three FlexCache® Gift Card Programs make offering gift cards simple and profitable for merchants of all sizes:

 FlexCache® **Custom**

Designed to support and promote your brand, these gift cards are totally customized for your business and provide you with sophisticated reports and tracking. Minimum order 1,000 cards.

 FlexCache® **Advantage**

Put your company logo on your gift cards with this convenient option. Choose from 12 attractive template designs. Minimum order 500. (Includes fold-over presenters and envelopes.)

 FlexCache® **Now!**

Fresh, attractive templates are customized with up to four lines of your business information. Minimum order 100. (Includes fold-over presenters and envelopes.)



### Take advantage of the growing gift card trend

Gift cards give everyone what they want. They save time and effort for gift givers. They let gift card recipients buy something they know they'll enjoy. Best of all, FlexCache® gift cards let merchants:

- Attract new customers into the store
- Enhance customer convenience and satisfaction
- Generate "upfront" cash flow
- Simplify merchandise returns
- Increase sales greater than the card amount
- Increase visibility for their brand

FlexCache® stored-value cards work hard as gift cards, prepaid cards, merchandise return cards and employee cards.

## We make gift cards easy

Not all gift card programs are equal. FlexCache is the hands-free program that's managed end-to-end by experts. We handle everything, including:

- Production of your cards
- Transaction processing
- Database management
- Round-the-clock help desk support
- Daily, weekly and/or monthly reporting
- Training and marketing support

Just choose one of our three package options, from quick and simple to highly customized. We do the rest.

## The gift of real results

The latest payments industry statistics show that:

- 61% of FlexCache<sup>®</sup> users spend more than the gift card amount
- Sales are increased through new customer acquisition and revived customer relationships
- Some gift cards are never redeemed
- Stored value cards are an efficient way to handle returned merchandise
- Gift cards reduce operational costs

## Designed for success

Both FlexCache<sup>®</sup> Now! and Advantage programs offer point-of-purchase materials to help you sell more cards:

- Countertop display signs
- Tabletop display signs
- Window display signs
- Decals
- Bill Inserts

## Program Specifications

Minimum **FlexCache<sup>®</sup> Custom** Order or Reorder: 1,000 cards.

Minimum **FlexCache<sup>®</sup> Advantage** Order or Reorder: 500 cards.

Minimum **FlexCache<sup>®</sup> Now!** Order or Reorder: 100 cards.

**Don't miss out on the gift card revolution.**

**Contact your Representative today so we can help you choose the right FlexCache<sup>®</sup> program for your business.**

## It's No Secret

*Gift cards get top marks from consumers. Annual gift card sales have topped \$35 billion<sup>1</sup> and are expected to hit \$70 billion soon.*

*And studies show that people spend more on gift cards than on gift certificates. The average gift card denomination in 2004 was \$50 – twice the amount people would spend on the average gift certificate.<sup>2</sup>*

<sup>1</sup> Ernst & Young, 2006

<sup>2</sup> Dove Consulting

