Choose from our selection of easy to manage Gift Card programs and see how offering reloadable Gift Cards can boost your bottom line. From convenient all-in-one bundled options to Custom Cards and Carriers, we have the right solution for your business.

Gift Cards can help:

• drive traffic to your locations
• gain new customers
• build your brand awareness
• promote purchases of higher-margin products
• reduce cash returns

To sign up for a Gift Card program, contact your Sales Representative or email giftcards@firstdata.com today!
Gift Cards To Go® (GG) packages include everything merchants need to quickly, easily, and successfully market a Gift Card program. Choose from 10 different Card and Carrier pairings in a variety of design themes and type styles to display on a Countertop Display. Priced per package.

Order Includes:
- 100 Gift Cards
- 100 Hanging/Folding (JC) carriers
- 1 Countertop Display
- Welcome Kit

Considerations:
- Customize up to 4 lines of text and a maximum of 30 characters per line
- Thank You message printed on back of card

Welcome Kit Includes:
- Welcome Letter
- Merchant Guide
- Window Decal
- Terminal Cleaning Card

<table>
<thead>
<tr>
<th>NEW &amp; UPDATED DESIGNS</th>
<th>GG-BLU</th>
<th>GG-SIL</th>
<th>GG-GLD</th>
<th>GG-WTR</th>
<th>GG-HOL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GG-SNL</td>
<td>GG-DIN</td>
<td>GG-SFK</td>
<td>GG-QSR</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type Styles</th>
<th>Amazone</th>
<th>Bengiat</th>
<th>Century</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>Euro</td>
<td>Futura</td>
<td>Sarah Script</td>
</tr>
</tbody>
</table>

Text Color: Black only

Icons not available for GG Series

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Choose from 31 different designs to customize with a variety of type styles and text color options. Priced per card.

**UPDATING DESIGNS**

<table>
<thead>
<tr>
<th>Design Code</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>SR-GCL</td>
<td>![SR-GCL Image]</td>
</tr>
<tr>
<td>SR-GPK</td>
<td>![SR-GPK Image]</td>
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<tr>
<td>SR-EAG</td>
<td>![SR-EAG Image]</td>
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<tr>
<td>ST-GRN</td>
<td>![ST-GRN Image]</td>
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<tr>
<td>SR-SFL</td>
<td>![SR-SFL Image]</td>
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<tr>
<td>SR-BCH</td>
<td>![SR-BCH Image]</td>
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<tr>
<td>SR-GRO</td>
<td>![SR-GRO Image]</td>
</tr>
<tr>
<td>SR-LEO</td>
<td>![SR-LEO Image]</td>
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<tr>
<td>SR-COF</td>
<td>![SR-COF Image]</td>
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<tr>
<td>SR-BLK</td>
<td>![SR-BLK Image]</td>
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<tr>
<td>SR-BRG</td>
<td>![SR-BRG Image]</td>
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<td>SR-LEF</td>
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<td>SR-BWR</td>
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<td>SR-DNH</td>
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<td>SR-CTP</td>
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</tr>
<tr>
<td>SR-SFK</td>
<td>![SR-SFK Image]</td>
</tr>
</tbody>
</table>

**Glitter**

- AR-GRN
- AR-SIL
- AR-YEL
- AR-BLU
- SR-SFL
- SR-GPK
- SR-EAG
- SR-BWB
- SR-GRO
- SR-LEO
- SR-COF
- SR-BLK
- SR-BRG
- SR-LEF
- SR-STR
- SR-BWR
- SR-DNH
- SR-CTP
- SR-SFK

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Standard Design Cards

**Considerations:**
- 250 card minimum order quantity
- Customize up to 4 lines of text and a maximum of 30 characters per line
- Exceptions: ST-RED & ST-ITL designs provide additional title line and 4 lines of text
- Choose from 3 available card back options

**Type Styles**

<table>
<thead>
<tr>
<th></th>
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<tr>
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<td>Futura</td>
<td>Sarah Script</td>
</tr>
</tbody>
</table>

**Text Color**

Text color option palettes are indicated below each design.
Default font colors are black or white depending on color palette indicated.

- White
- Gold
- Silver
- Black
- Purple
- Blue
- Red
- Green

Thank you very much for your business. We look forward to seeing you again.

Card Back Options
- Option 1 - Thank you message
- Option 2 - Bilingual
- Option 3 - No back of card language
Standard Design Cards with Icons

Icons provide flexible personalization options to distinguish a merchant’s business type. The collection of graphics focuses on a multitude of industries from personal and professional services, including sports, entertainment, and cultural subjects.

Icons:
• Choose from 4 available card design options
• Choose from 39 available icons

Icon Usage Examples:

[Images of various icons and cards for different businesses like Sally's Hair, Marta's Mexican, and Davidson's Hardware]

*Chinese characters read: Gift Card
Standard Design Carriers - JC

Hanging/Folding (JC) Carriers are designed to hang on a Countertop Display and also include an integrated closure tab to fold and stay closed for gift giving. Standard Design Carriers are printed in full color on two sides and shrinkwrapped in packs of 50 carriers total. Priced per carrier.

Gold Metallic
- JC-BRG
- JC-GLD

Silver Metallic
- JC-BLK
- JC-SIL

JC-WTR
- JC-GRN
- JC-RED
- JC-BST

NEW CARRIER PACKS

JC-CL1
Celebration Pack
Total of 50 Celebration themed carriers.
Contains 25 each of two different designs.
Priced per carrier.

JC-HL1
Holiday Pack
Total of 50 Holiday themed carriers.
Contains 25 each of two different designs.
Priced per carrier.
Standard Design Carriers - FC

The Top Folding Carrier (FC) features tabs to insert a Gift Card and close for gift giving. This carrier can also be used with the Countertop Display. Standard Design Carriers are printed in full color on two sides and shrinkwrapped in packs of 50 carriers total. Priced per carrier.

Sleeves

Carrier Envelopes

Plain white envelopes available in packs of 100 per order. Designed to fit both JC and FC style carriers. Priced per pack.
Collateral & Marketing Materials

Countertop Displays and Posters, Window Decals and Table Tents can enhance existing sales materials and increase awareness, promoting Gift Cards to your customers. Priced per item/unit.

Contact Us:

New Gift Card Merchants:
877-277-3321

For artwork and proofing:
GiftCardArt@firstdata.com

Order inquiries:
GiftCardProduction@firstdata.com

All other inquiries:
contact your sales representative or email giftcards@firstdata.com