Most payment cards offer the same basic features and capabilities. With First Data’s laser technology, you can differentiate by providing custom card personalization to your customers.

We can help you to target your elite portfolio customers, build brand loyalty and promote top-of-wallet use with unique laser personalization – an option for both the front and the back of the card.

First Data also focuses on your data security. If properly applied, laser personalization protects against alteration and reproduction – a good security solution.

With First Data, you can rely on a leading card production, trusted solutions and exceptional service.

Customize your payment cards to help build customer loyalty while enhancing your brand identity.
First Data Card Production Solutions

Laser Personalization

First Data’s streamlined process integrates our card processing systems with laser personalization and fulfillment:

Personalization Typeface Supported
- Flat (Polycarbonate)
- Raised (PVC and PVC Clad Metal)
- Etched (PVC and Metal)

Card Substrates Supported
- Polystyrene Chloride (PVC) W/laser receptive layer
- Polycarbonate
- Hybrid - a combination of PVC or polycarbonate and metal
- Full metal cards

Capabilities
- Personalize both sides of the card
- Compatible with EMV® card personalization
- Laser the Card Verification Value (CVV) on the card back
- Multiple font style and font sizes

Benefits
- New look and feel to traditional embossed plastic
- Promotes top of the wallet use
- Recognize top of portfolio cardholders (high net worth)
- Longevity of the personalization

Commercialization
- A service center ticket is needed to add this capability:
  - New laser formats
  - PCF settings
  - Capacity reservation form
- A contract amendment is required and is available
- Pricing for laser personalization is available, and is based on the card composition and the number of sides personalized
- Card manufacturing options available through Procurement

Card Personalization Capabilities
Take payment card customization to the next level with First Data’s variety of personalization capabilities, including:

<table>
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<th>Embossing</th>
<th>Laser personalization</th>
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<td>EMV®</td>
<td>Photo cards</td>
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<td>Ultragraphics</td>
<td>Digital printing (VHD)</td>
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<td>Magstripe encoding</td>
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<td>Braille cards</td>
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<td>Flat cards</td>
<td>Tipping color</td>
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<tr>
<td>Vertical cards</td>
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</tbody>
</table>

Card Production Services
As an industry leader, First Data offers card production accuracy, flexible design options, data security safeguards and continuous innovation to help achieve your business goals.

Getting payment cards into the hands of your customers is easy and efficient with First Data’s production capabilities and issuance services, including:

- PlastiCard Management
  - Procurement services
  - Inventory management
- Payment Card Production
  - Embossed or Flat
  - EMV® chip card technology
- Marketing
  - Digital or Design-Your-Own-Card
  - Customized card carriers
- Delivery
  - Special handling
  - Onsite mail presort

For more information about First Data’s card personalization capabilities, contact your Sales Representative or visit FirstData.com.

EMV is a registered trademark in the U.S. and other countries, and is an unregistered trademark in other countries, owned by EMVCo.
Laser personalization appearance is a derivative of card body composition, laser receptive layer and laser settings
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