



First Data[®] Color Card Carriers

Connect with Your Cardholders One-on-One

You want to put that payment card into your new cardholder's hands so they can begin to spend. But to get the card delivered, the mailer opened, and the cardholder to activate creates a few obstacles. With the average consumer flooded with about 12 mail solicitations per week*, your cardholder mailer really needs to stand out.

First Data's Color Card Carriers help you connect with your cardholders one-on-one through targeted, color communications. Deliver custom promotional offers, help increase card activation and transaction rates, and improve your delivery time.

As one of the country's top mailers, our large volume capacity, equipment technology, and mail expertise helps you to reduce your print and mail costs.

Benefits to Your Business



Enhanced Messaging

Our solution enables you to target your cardholders and deliver custom promotional offers, cross-sell other products, and helps to enhance your brand – all through one color card carrier.



Cost Savings

We'll help you to reduce your print and mail costs with color carriers that deliver your cards, and to replace separate mail inserts and marketing materials.



Streamlined Efficiencies

Our solution replaces your card forms and inventory procurement management with a more streamlined, on-demand system where you incur costs based on use.

* Source: ConnectToBuy / *The Effectiveness of Color*

Our Solution

- Connect with your customers one-on-one with targeted communications
- Cross-sell other branded products
- Deliver custom promotional offers
- Help increase activation and transaction volume
- Help increase sales
- Help eliminate inventory management and risk:
 - Obsolete Stock
 - Avoid over ordering or shortages
 - Destruction
- Help improve your time to market
- Help reduce your print and mail expenses

Sizes Available

First Data Color Card Carriers are available in 3 sizes:

- 8.5 X 11
- 8.5 X 14
- 11 X 17

Color print samples available upon request.

For more information about First Data's Color Card Carriers, please contact your Account Executive.

First Data®

Color Card Carriers

First Data provides you with an on-demand printing solution that's MICR capable, with color matching to Pantone® color guides. Our Color Card Carriers also are integrated with First Data PEP templates and First Data DecisionQuest® capabilities.

Start Up Process Flow – Static Color Forms

MF PCF / DQ / Offline File

- No system or file changes required
- Card Carrier Form / PCF (QC1234) = No change
- Template Front / Back = No change
- DQ / PCS = No change

PEP Template and Image Setup

- No template changes required
- Client submits pre-printed card carrier form PDF image to PEP Project team, and Painters convert to AFP overlay
- Overlay with ID (QC1234) loaded into resource library
- Test samples produced on production color printer for client approval
- Client approves, and ready for production

AS / 400

Color production table setup

- First Data PEP project team sets up client / form in color production table, which drives the new color process

New Custom Carriers

- Follow current procedures for new inventory form number assignment
- Client provides new PDF artwork with new form number
- FD PEP Project Team
 - Works with painters to create new AFP overlay and loads into resource library
 - Prints samples for client approval
 - Loads new form into color production table

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