



## First Data<sup>®</sup> Laser Personalization

### Help build customer loyalty while enhancing your brand identity.

Most payment cards offer the same basic features and capabilities. First Data's laser technology enables you to create a new look and feel from traditional embossed plastic.

Differentiate your card product by providing your cardholders with custom card personalization. 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 product, trusted solutions, and exceptional service.

### Benefits to Your Business



#### Customer Satisfaction

Help drive customer satisfaction with card products that are customized, meets your customers' demand for more personalization, and allows your cardholders to "brand" themselves.



#### Card Functionality

Laser technology allows you to add special security features to the card. Laser technology also is more durable, extending the longevity of your card products.



#### Operations Efficiencies

First Data's streamlined production process integrates our card processing systems with laser personalization and fulfillment.

## Card Personalization Capabilities

Take payment card customization to the next level with First Data's variety of personalization capabilities:

- Embossing
- EMV®
- Ultragraphics
- Magstripe encoding
- Braille cards
- Flat cards
- Vertical cards
- Laser personalization
- Photo cards
- Digital printing (VHD)
- Card guard
- Front / rear indent
- Tipping color

## Card Production Solutions

An industry leader, First Data offers card production accuracy, flexible design options, data security safeguards, and continuous innovation to help you meet your business goals.

Getting payment cards into the hands of your customers is easier 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

EMV is a registered trademark owned by EMVCo

## First Data® 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

- Polyvinyl 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

### 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

For more information, please contact your Account Executive or visit [FirstData.com](http://FirstData.com).

**First Data**®