



Merchant Gift Card Programs

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

Our most popular program, Gift Cards To Go® (GG) provides all the elements a merchant needs to start a gift card marketing program quickly, easily and successfully. A 6-piece Welcome Kit is included with every Gift Cards To Go order.

Order Includes:

- 100 cards and carriers – choose from 1 of 6 options
- 1 acrylic j-hook stand
- 100 hanging/folding style card carriers
- Includes up to 4 lines of text/30 characters per line maximum
- Welcome Kit



Welcome Kit Includes:

- Welcome Letter
- Guide to Marketing your gift card program
- Ceiling dangler advertising your gift card program
- Terminal topper
- Door decal advertising the gift card program
- Terminal cleaning card

Type Styles

- | | |
|-------------------------|----------|
| • Century | • Euro |
| • Curiz | • Futura |
| • <i>Elegant Script</i> | • Nueva |
| • <i>Sarah Script</i> | |

Text Color – Black only.
Icons not available on this package.

Welcome Kit



Standard Card Designs

Our individual non-icon cards offer simple designs, illustrations and photographic treatments to fit every occasion and lifestyle.

Each AR card design displays a modest gift box image and is available in six (6) different color palettes. This design is for those looking for an uncomplicated, universal appeal.

The Seasons and Reasons (SR) designs showcase more dynamic and colorful unique images providing an even greater selection for your customers.



AR-YEL



SR-BRW



SR-GPK



AR-SIL



SR-BWG



SR-EAG



AR-PNK



SR-BWB



SR-MPK



AR-BLU



SR-GCL



SR-SHB



AR-GRN



SR-SNW



SR-BCH



AR-LAV



SR-PET



SR-WTR

Content Includes:

- 250 card minimum orders
 - Up to 4 lines of text/30 characters per line maximum.
- Exceptions are noted.

Type Styles

- Century
- Curiz
- *Elegant Script*
- *Sarah Script*
- Euro
- **Futura**
- *Nueva*

Text Color



Black Purple Blue Red Green

Standard Card Designs

Along with the Seasons and Reasons line, standard card designs feature Holiday (SH) themes for weddings, Mother's Day, winter holidays, Valentine's Day and more. A Holiday multi-pack is also available with all 4 designs so that they may be used for celebrations throughout the year.

Holiday



SR-DNH



SR-RLD



SH-PBR



SR-COF



SR-ORH



SH-WED



SR-GRO



SR-SLF



SH-ROS



SR-BKS



SR-SAL



SH-SXN



SR-BRC



SR-PNK

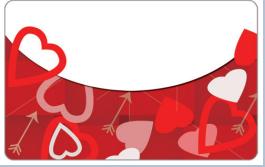


SR-GLF



SR-LEO

Multi-pack 125 of each design



Content Includes:

- 250 card minimum orders (Holiday multi-pack includes 500 cards)
- Up to 4 lines of text/30 characters per line maximum. Exceptions are noted.

Type Styles

- Century
- Euro
- Curiz
- *Elegant Script*
- *Sarah Script*
- Futura
- Nueva

Text Color



SR-ORV*

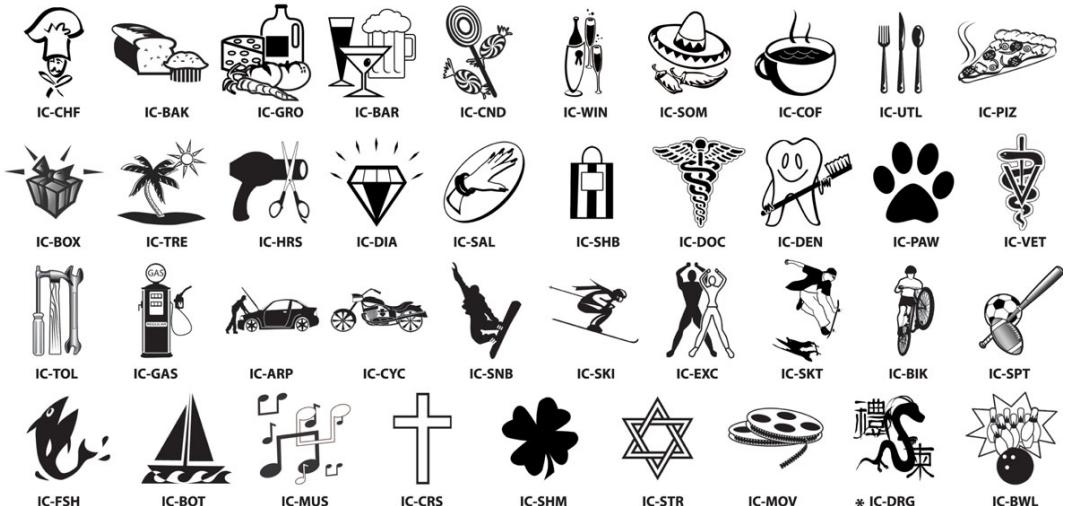


SR-DNV*

*Orchid (SR-ORV) and Dining (SR-DNV) cards are available in vertical formats (text formatting is adjusted by design staff if 30 characters extends beyond printable space).

Icon Cards

Icon card designs allow for greater personalization to create a more distinctive look to each gift card. Add an icon to the Contemporary (CT), Stripes (ST) or Jazz (JZ) card lines to suit any business type. The collection of graphics focuses on various industries from personal and professional services to sports, entertainment and cultural subjects.



*Chinese characters read: Gift Card

 CT-OGN	 ST-RED	 ST-USA
 CT-GTN	 ST-ORG	 ST-ITL
 CT-GBL	 ST-YEL	 ST-PNK
 ST-GRN	 ST-BLU	 JZ-BLU
 JZ-RED		

Content Includes:

- 250 card minimum orders
- Up to 4 lines of text/30 characters per line maximum.

Type Styles

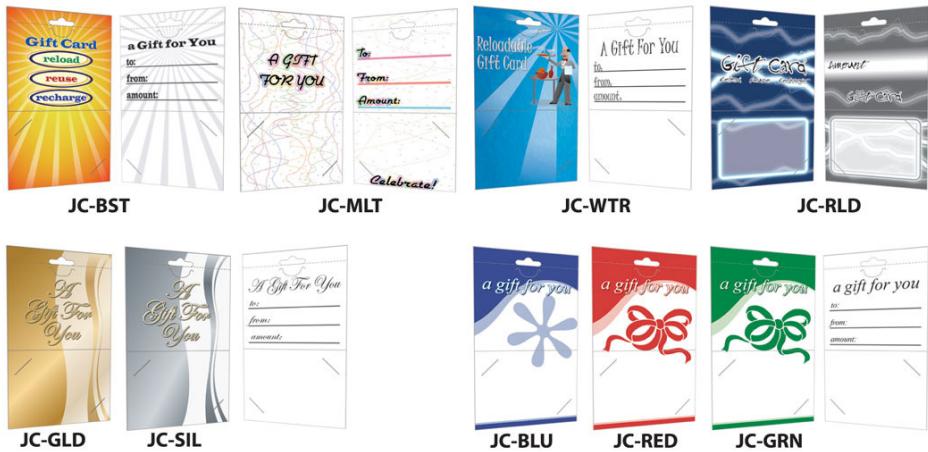
- Century
- Euro
- Curiz
- Futura
- Elegant Script
- Nueva
- Sarah Script

Text Color - Black only.

Gift Card Carriers

Gift card carriers are a great way to complete the package for your customers. Whether you prefer Hanging (JC), Folding (FC) or Sleeve Pockets (PK) these versatile carriers are available for all gift cards. Choose from several elegant and colorful designs or even select a simple white envelope in which to present each card. In addition to the pre-printed inscription, customers are able to write in their own message for an even more personal touch to wrap up their customized cards.

Hanging



Folding



Sleeve Pockets



Plain White Envelopes For Carriers



Available in packs of 100.
Designed to fit either the folding
or the j-Hook style carriers.

Gift Cards In A Box

For those who require a larger quantity of gift cards and materials conveniently packaged for their marketing needs, there is Gift Cards in a Box. Each box brings together colorful card designs, complimentary carriers and displays for easy and effective merchandising.

Dining Box:

- 500 cards and carriers
- 1 acrylic j-hook stand
- 2 double sided table tent displays with inserts (inserts feature adhesive to display a Gift Card)
- Includes up to 4 lines of text/30 characters per line maximum with standard font selections

DINING BOX
This box is specifically designed for restaurants and other eating establishments.



Celebration Box:

- 500 cards & carriers
- 500 plain white envelopes
- 1 specialty display stand
- Includes up to 4 lines of text/30 characters per line maximum with standard font selections

CELEBRATION BOX

Four designs are provided in this box to celebrate the special occasions in life.
All the cards are brought together from the Holiday Multi-Pack.



Type Styles for either Box Set

- | | |
|------------------|----------|
| • Century | • Euro |
| • CuriZ | • Futura |
| • Elegant Script | • Nueva |
| • Sarah Script | |

Text Color - Black only.
Icons not available on this package.

Marketing Materials

We make your gift card program easy to set up and uncomplicated to sell by offering effective marketing materials incorporating intuitive messaging and calls to action. Add separate display stands, posters, door decals and table tents to enhance existing sales materials and promote gift cards to your customers.



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

