



Card personalization, production and fulfillment.

**CARDCREATE<sup>™</sup> SERVICES**

# OUR CARDCREATE SERVICES WILL STREAMLINE YOUR CARD PERSONALIZATION, PRODUCTION AND FULFILLMENT NEEDS.

We're providing more options and a better value by consolidating reporting, customer service, training and other support needs directly with SHAZAM, not a third party. We truly can be your one-stop shop!



# NEVER BUY INVENTORY AGAIN

With SHAZAM's CardCreate services, you'll have the freedom to print cards as needed without the cost of a full print-on-demand card program and inventory management hassles! You simply order the number of cards you need at any given time.

- ✓ **No more** guessing how many cards you'll issue before the chip expires and you have to discard excess inventory.
- ✓ **No more** purchasing card stock upfront.
- ✓ **No more** headaches managing the inventory of your card stock.

## CARD DESIGN OPTIONS

There are three ways to find the card design that fits your financial institution best.

- 1 Use one of our generic designs.
- 2 Get a custom card design created through SHAZAM Marketing Services.
- 3 Bring over, or create your own card art for us to use.\*

*\*Subject to fees if file doesn't meet requirements.*

# CARD FEATURES + BENEFITS

We have a wide variety of ready-made card designs to choose from for Visa® and Mastercard® consumer, business, HSA and ATM.

## CARD TYPES



### EMV CONTACT (chip cards)

- Excellent card-present fraud prevention and worldwide acceptance with chip technology.
- Choose between a silver or gold chip to finalize your look.



### CONTACTLESS

- Security of chip technology with the convenience to tap and pay.
- Choose between a silver or gold chip to finalize your look.
- Choose to put the contactless symbol on the front or the back of your card.

# CARD ORIENTATION

## HORIZONTAL

Traditional wide orientation available for all card designs.

## VERTICAL

Non-traditional tall orientation available for all card designs — mag stripe and chip remain in their standard locations.

# CARD IMPRINTING

## RAISED EMBOSSING\*

- Traditional imprinting for horizontal cards that includes raised cardholder information.
- Only implemented on the front of the card.

## FLAT PRINTING

- Non-raised imprinting that offers a non-traditional look for both vertical and horizontal cards.
- Can be implemented on the front or the back of the card.

*\*Raised embossing has an additional fee.*





# CARDHOLDER MATERIALS

Printed material options included with  
CardCreate services:

- ✓ Card carrier
- ✓ PIN mailer
- ✓ Activation sticker
- ✓ Insert

If you'd like other collateral or marketing materials created, SHAZAM Marketing Services can provide a quote for custom materials at our hourly rate.

**Mention you'd like to talk about custom marketing materials to your regional director when you enroll.**



# CARDCREATE DESIGNS

All of our ready-made card designs can be used for any card type or orientation.



Lava Lamp



Slate



Sunburst



Armor



Watercolor



Fade



Carbon Fiber



Warp



Sea Foam



Mesh



Limelight



Waves



Meteor Shower



Fiesta



Yellow Jacket

# WANT A CUSTOM CARD CREATED?

Besides creating custom marketing materials to promote your new card offering, SHAZAM Marketing Services can also create custom card designs at an hourly rate cheaper than many other agencies.

## GETTING STARTED

Simply contact your SHAZAM regional director and mention you'd like to talk about a custom card design when you enroll.





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