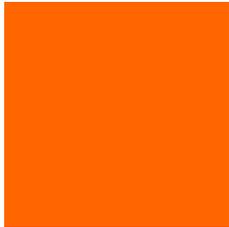




Card Personalization

Transform Ordinary Cards Into Powerful Brand Vehicles

More than ever, consumers seek tailored experiences that personify their tastes and preferences. Increase card activation and usage, elevate your brand and secure top-of-wallet positioning with card personalization solutions from Fiserv.



Prepaid, debit, credit and ATM card personalization solutions from Fiserv help you connect with cardholders and boost brand loyalty. And as competition for consumer attention intensifies, card personalization can help you increase transaction revenue.

Card Personalization Solutions

Choose from options such as pre-approved EMV® contactless cards from The Card Collection™, or let your customers personalize their cards with favorite photos using MyCardCreation®.

Fiserv can also print on-demand plastics manufactured to your specifications, add targeted messages and co-branding, or create custom card designs. The possibilities are endless.

MyCardCreation

This fully integrated web-based application synchronizes with your banking environment. Cardholders can personalize their cards online with a photograph or image from our card collection gallery – or create their own designs with personal photos.

Card Sourcing Solution

The Card Collection

Select from exclusive card designs or offer cardholders the ability to make their own choices, eliminating creative expenses and enabling a fast turnaround.

Pay-as-you-go ordering is also supported with Fiserv-owned inventory.

Print on Demand

With Print on Demand (POD), you can provide customized cards with no up-front inventory costs. Fiserv manages the inventory and you pay by usage. Images are transmitted digitally or uploaded and applied to white plastic card stock.



Contact and Contactless EMV Cards



The Card Collection



MyCardCreation



Print on Demand

Personalization of Cardholder Information

Don't let your cards go unnoticed in a wallet full of plastic options. Fiserv manages every part of card production while personalizing your cards – laser engraving, flat graphics, embossing and encoding. Differentiating your card program through innovative services is made simple.

- Laser Engraving: Offer the prestige and status that comes with laser-engraved metal payment cards from Fiserv and appeal to the affluent, millennials and many additional demographics

- Flat Graphics: Differentiate your brand in a crowded wallet. A smooth finish allows hands to glide over the card surface, which includes embedded account information
- Embossing: Let your cardholders feel the difference with an embossed finish; account information is raised above the surface of the card, which adds texture

Create Distinctive Personalization Experiences

Back-of-Card Personalization

Consider the flip side to give your cardholders added confidence in their card transactions. Account information positioned on the back of cards is hidden from onlookers.



Vertical Orientation

A vertical layout differentiates your card and keeps your brand visible when EMV chips are inserted at the point of sale. The back of the card remains horizontal to align with the signature panel and magnetic stripe. Vertical cards conform to all payment brand and ISO specifications.



Braille Solutions for Visually Impaired Cardholders

Meet the needs of blind and visually impaired cardholders. Braille can be added to any card at the time of personalization with a durable, clear, embossed sticker. The full primary account number (PAN), expiration date and security code will be applied with this transparent sticker, permitting all existing card information, such as the PAN, to remain visible. A notch will also be added to the right side of the

card to help ensure proper insertion at the point-of-sale and to readily distinguish between cards in a wallet.



Accessory Products

Create a unique experience for cardholders at each program level by elevating your brand beyond the payment card.

- Card carriers: Using current printing technology, carriers are offered in black and white, color logo and color logo with images. Options include standard Ultraform™ ATM, Visa®, Mastercard®, EMV and contactless carriers. Custom carriers are also available
- Activation labels: Available preprinted or printed on demand in 3" label or 2" card label sizes
- Verification mailers: Provided two business days following the card/PIN mailing
- Inserts: Created on your behalf or included with existing inserts
- Card logs: Aids cardholders in recording their card transactions
- Card sleeves: Available in vinyl, Tyvek® and RFID shielding
- Customer-selected PINs by phone: Cardholders select their PINs using an interactive voice response system
- PIN mailers: Cardholders receive within two business days following the card mailing

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit [fiserv.com](https://www.fiserv.com) to learn more.

Single-Source Card Program Management

By partnering with Fiserv, you can meet the growing demand for personalized products and services while simplifying card-program management. We offer a seamless solution for managing debit and credit card programs that includes account and card-processing services, in-branch instant issue, EMV and contactless central issue (cards in mail), plastics, and consumables.

Leveraging our industry-leading expertise, products and services allows you to streamline operations, optimize expenses and accelerate revenue growth.

Connect With Us

For more information about debit and credit card personalization, call 800-872-7882, email getsolutions@fiserv.com or visit [fiserv.com](https://www.fiserv.com).



Fiserv, Inc.
255 Fiserv Drive
Brookfield, WI 53045

800-872-7882
262-879-5322
getsolutions@fiserv.com
www.fiserv.com

EMV is a registered trademark or trademark of EMVCo LLC in the United States and other countries.

© 2020 Fiserv, Inc. or its affiliates. All rights reserved. Fiserv is a registered trademark of Fiserv, Inc. Other products referenced in this material may be trademarks or registered trademarks of their respective companies.

687453 11/20