

Why sell gift cards?

Merchant benefits

- Gift Cards are often the most profitable square foot of selling space in the store
- Merchants report sales increases of two to ten times over paper gift certificates
- Cash flow is enhanced by collecting payment prior to delivery of product or services
- Cards continually build brand awareness and customer loyalty as “billboards” in the wallet—merchant becomes a destination
- Declining balance ensures full cash value of gift card is used in store
- Customers spend more with plastic—average sale increases by 20% to 50%
- Easy to activate and use by both merchant and customer
- Can be used to handle merchandise returns for store credit—keeps cash in store
- A low-cost service previously available only to large retailers
- Management reports provide monitoring and security controls
- A powerful marketing tool for a wide variety of promotional campaigns — from electronic coupons to “mystery card” giveaways that draw in new customers



Gift Card Solution

Trust your program to the leader in gift & loyalty card solutions for small and mid-size merchants— from 1 to 1,000 locations.

THE VALUTEC ADVANTAGE

- **Versatility** - systems compatibility with a wide variety of terminals and POS environments
- **Reliability** - market-proven data processing systems, reporting & money management
- **Customization** - complete merchandising, card design and production services
- **Expertise** - the know-how to help merchants achieve their highest sales potential
- **Data Mining** - customer data capture and data-base management for marketing & security
- **Fulfillment** - warehousing and deployment of materials for gift & loyalty card programs
- **Support** - 24/7, toll free customer service and technical support
- **R & D** - ongoing technology & product development to ensure future competitiveness

Valutec Card Solutions is a financial transaction processing company providing comprehensive electronic Stored Value, Gift and Loyalty Card services to small and middle market merchants of all industry types.

Valutec Card Solutions
GIFT & LOYALTY CARD SYSTEMS THAT WORK.

Gift Cards
*Private
Currency*

Valutec Gift Card Programs

Quick Reference Guide

Stored Value
Jumpstart
FLAT MONTHLY FEE
LaunchBox
Custom Cards

Valutec
card solutions

Choosing a program

Three sizes fit all.

Jumpstart

A free startup package, flat monthly processing fee, and flexible card ordering options make Jumpstart the ideal program for most merchants with from one to three locations. Either custom or standard card designs can be ordered under this program with no yearly card limit. Additional card orders automatically include a card holder for every card.



LaunchBox

Small to mid-size merchants that don't require a custom card design, but would like to have an all-inclusive startup package with the lowest possible flat monthly fee should choose LaunchBox. Just like the Jumpstart program, card reorders automatically include a card holder for every card.



Custom

For large, single-location merchants, franchise companies and other multiple-location regional or national chains, a custom program is almost always required. Virtually any card and merchandising design can be produced using Valutec's in-house graphics team or the merchant's own ad agency or designer.

Transaction processing is normally billed on a per transaction basis, although a flat monthly fee option can often be successfully implemented for franchise organizations that have a high number of single-store owners.



GIFT CARD PROGRAM COMPARISON

Program Type	Package Cost	Processing Cost	Yearly Limit: Card Orders	Yearly Limit: Transactions
Jumpstart	FREE	\$39 mo.	unlimited	4,000**
LaunchBox	\$500*	\$35 mo.*	1,000	5,000**
Custom	n/a	per trans.	unlimited	unlimited

*Suggested retail price. Actual prices may vary by Reseller depending upon package promotions and other factors. **Flat monthly fee programs are based on average card use of 500 to 1,500 cards per year per location. Transactions exceeding yearly limit are billed at .25 each. Custom program startup costs and transaction fees are priced to merchants on an individual basis.

GIFT CARD PACKAGES

Gift Card Jumpstart

Free Startup Package:

- 100 Gift Cards**
- Personalized with merchant name

Merchandising Display

- 1-Pocket Acrylic display with signage
- 100 Card Holders & adhesive

Account Setup & Training

- Terminal programming & account coding
- Web access setup for program reporting
- Live training & Quick Reference Guide

Two-year processing agreement required for free startup package.

Additional Card Orders & Merchandising Packages

• 100 Standard Cards / Hangers	\$150
• 250 Standard Cards / Hangers	\$250
• 500 Standard Cards / Hangers	\$395
• 500 Standard Card Merchandising Package	\$450
• 500 Custom Cards / Standard Hangers	\$595
• 1,000 Custom Cards / Standard Hangers	\$850
• 1,000 Custom Card Merchandising Package	\$895

Gift Card LaunchBox

Package Includes:

- 500 Gift Cards**
- Personalized with merchant name
 - Package price set by Reseller

Merchandising Display

- 2-Pocket Acrylic display with signage
- 500 Card Holders & adhesive
- 2 Posters / 3 Table Tents / 5 buttons

Account Setup & Training

- Terminal programming & account coding
- Web access setup for program reporting
- Live training & complete Training Kit

Two-year processing agreement required.

Additional Card Orders & Merchandising Packages

• 500 Standard Cards / Hangers	\$395
• 500 Standard Card Merchandising Package	\$450