

Gift and Loyalty Cards

Innovative Merchant Programs



Expand your capabilities and grow your business with TRANSFIRST.

Rewarding loyal customers and creating new customers are priorities for any business. Gift and Loyalty Card programs drive profits, improve cash flow and expand your customer base:

- Consumers spend an average of \$200 per year on Gift Cards
- 61% of Gift Card recipients spend more than the value of the card
- 62% of consumers who purchase a Gift Card are more likely to purchase again
- 45% of consumers shop more at stores where they are loyalty program members
- Improve customer retention 15-40%
- Increase traffic and sales opportunities — 55% of Gift Card recipients take more than one trip to deplete the card value
- Merchants converting from paper gift certificates to plastic cards realized a year-over-year sales jump of 15-46%
- 64% of cardholders spend more than the value of their Gift Card in the same store
- For each consumer who purchases a Gift Card, 62% are more likely to purchase again

Gift and Loyalty Card programs are easy to access, simple to use and provide additional value to your business, including:

- Improving your business' professional image
- Re-loadable, reusable cards
- Reporting and tracking, automatically

Increases profits, traffic and loyalty

Low cost

Customized

Comprehensive

Easy-to-use



www.TRANSFIRST.com

A Program for Everyone



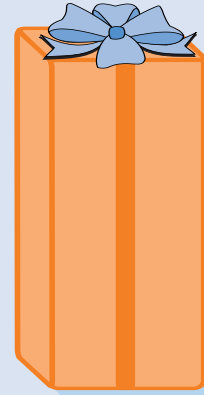
EZ Starter Kit

25 Pre-designed Four-Color Cards



Standard Starter Kit

100 Pre-designed One or Four-Color Cards



Custom Starter Kit

Proof Design and Plate Setup*
One or Four-Color Custom Cards

*Marketing and Card Design Assistance is Available

TRANSFIRST understands that one solution does not fit all. To meet the unique needs for each of our merchants, we offer three Gift Card starter kits.

All Gift Card program kits include:

- Acrylic counter top sign,
- Acrylic card stand,
- Decals,
- Card sleeves,
- Programming training,
- Online account reporting access, and
- Additional cards as needed anytime.

EZ Starter Kit.

A low cost option to test the Gift Card program, including 25 four-color pre-designed cards.

Standard Starter Kit.

A more comprehensive program offering 100 pre-designed cards in your choice of a one or four-color design.

Custom Starter Kit.

A complete merchant gift and loyalty card program. Includes the creation of a custom card with merchant artwork and selection of a one or four-color design.

Capabilities include:

- Standardized for all locations,
- Real-time, online transaction reporting and accounting,
- Compatible with existing equipment,
- Pre-designed card options,
- Customization available,
- Quick implementation,
- And much more!

Grow your business...

A Gift and Loyalty Card program provides a low-cost marketing edge for your business that allows you to offer the conveniences that many consumers believe they can only get from mega-retailers. **Expand your capabilities today—call Scott McBrayer at Professional Merchants, Inc. at 800.450.0628.**