

Increase Acquisition and Boost Revenue



Card Personalization

Personalized credit card customers average slightly more than **10 transactions per month**.¹

Harland Clarke focuses on the areas that are critical to your financial institution's continued success — strengthening cardholder relationships and loyalty, increasing operating efficiencies, and boosting card usage, penetration and non-interest income, just to name a few.

Maximize the impact of your brand through your card program to increase acquisition, activation and loyalty.

Transitions made easy — Timely, seamless vendor transitions

Processor agnostic — Established working relationships with all major processors

Quality cards — Systemized quality control ensures cards are accurate and delivered on time

Comprehensive personalization suite — EMV®, magnetic stripe and dual-interface cards personalized and delivered to your cardholders

Card services

Additional issuing options

Benefit from efficiencies created by having dual distribution strategies delivered by a single vendor.

- Mass reissue management
- Instant issuance

Core ATM, debit and credit card services

- Embossing
- Encoding services
- EMV® key management, CVV/CVC, CVV2/CVC2 and check digit calculation
- Indent printing
- Mailing and fulfillment
- Card activation labeling
- PIN generation and mailing
- Card conversion, PIN/algorithm conversions
- Inventory replenishment notification services
- Real-time inventory and shipping status
- Daily reporting options
- Fulfillment supplies-activation labels, Tyvek® card sleeves, custom carrier and insert printing
- Online card ordering, issuance, and management

Security

Card security is a critical component of any card production operation. We follow and exceed industry standards with our core security measures and controls as follows:

- Visa®, MasterCard®, Discover® and AMEX® certified and PCI compliant production facility
- Tiered security controls for personnel, accessibility and information
- Disaster recovery
- Built-in redundancies
- View inventory, check order status real-time, and get tracking numbers for expedited cards and PINs online

Get an affordable, comprehensive and easy-to-
implement card program from a single provider.

Call 1.800.351.3843

Email contacthc@harlandclarke.com

Visit harlandclarke.com/CardsCX