

“Order Checks” is the #3 search term on bank and credit union websites<sup>1</sup>



## Personal Checks

In this era of digital banking, it may be surprising just how many people still write checks — and why. Count on Harland Clarke to deliver the superior security features, customization and print technology you need for your check program.



### Give your customers peace of mind

Security is important to your customers — and it’s important to us, too. That’s why we work continuously to stay ahead of fraudsters and make it difficult for criminals to counterfeit checks or fraudulently deposit checks remotely.

A 2019 ABA survey reported that check fraud accounted for 47 percent, or \$1.3 billion, of industry deposit account fraud losses.<sup>2</sup> Harland Clarke checks come with industry-leading check security features and check fraud recovery services that give you and your customers peace of mind.

- **ImageMatch**® confirms unique check data matches the front and back of the check to help prevent fraud.
- **Photo Safe Deposit**® icon indicates the check includes mobile deposit fraud prevention features.
- **MobileMark**® box printed on the back of the check helps customers keep track of checks deposited remotely.
- **CheckArmor**® indicates white-glove assistance and support in the event of check fraud, checking account fraud or identity theft.

## Reinforce your brand and message

Other check packages only deliver checks. Harland Clarke's CheckFolio® check packaging delivers quality check products plus package customization options that broaden your brand recognition opportunities — all without tapping into your marketing budget.

Engage your customers, reinforce your brand, and put your check packaging to work for you. With your financial institution's custom artwork, logo and messaging, your check packaging instantly pulls double duty as a hard-working marketing tool. In addition, our CheckFolio delivers high message visibility, frequency and longevity — an impression is made every time a customer writes a check or accesses a new check pad, repeating over the lifetime of the check order.

## We've invested in your success

From state-of-the-art JetStream® printing technology, to the first-in-industry mobile security and anti-fraud check protection advancements, we help you meet the diverse needs of your customers. That's why we've invested \$100 million in print production technology, for personalization and customization printing capabilities that are second to none. For you, this translates to stronger branding and increased customer engagement opportunities.

- **On-demand printing** — Target small groups or areas of a larger campaign. No minimum orders; no inventory to store nor deplete.
- **On-time printing** — Minimal make-ready procedures and fast print speeds let us respond to your print needs quickly.
- **Extreme flexibility** — Check designs and messages can be updated and refreshed quickly, which means you don't have to worry about depleting pre-existing inventory.
- **Eco-friendlier** — Unlike offset printing, our security inkjet printing doesn't require chemicals. There is no make-ready waste, no metal plates and no warehousing large volumes that can lead to outdated /obsolescent materials.



Discover how Harland Clarke Personal Checks deliver the security, customization and print technology you can count on.

Call 1.800.351.3843  
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Visit [harlandclarke.com/ChecksCX](http://harlandclarke.com/ChecksCX)