

Fact Sheet



Colored Edge Payment Cards

Distinguish Your Cards With a Pop of Color

Fiserv knows just how important brand recognition is in capturing consumers' attention. Color on the edge of your cards is one more way to promote your brand and build loyalty.



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.

Card personalization solutions from Fiserv offer innovative ways to expand brand recognition and connect with accountholders. Give your cards a pop of color and dimension by adding color to the edge of the card. In a wallet full of options, a colored edge makes your cards stand out.

Two color-edge solutions are available from Fiserv.



Printed Color Edge

Realize the benefits of a color-edge card without a minimum order requirement. Nearly any CMYK color can be applied to the edge of a white core card using a high-quality ink application technology. Designs and custom patterns can also be applied to the edge of the card, such as rainbow effects and different colors on each edge of the same card.

For contactless cards, color is applied over the edge of the antenna inlay without compromising the card's integrity and functionality.

Color Core

When ordering large quantities, a solid color core may be better suited to your needs. A solid color core ensures a consistent color for the life of the card. The color core can be incorporated into the design on the face of the card or covered with white ink before additional colors and features are added. Standard color choices include black, silver, red and green. Custom colors are also available with an extended production lead time.

Orders must also be certified and purchased in 2,000 pound increments (sufficient for more than 100,000 cards). Color core is currently only available for magnetic stripe and contact only EMV® cards.

High-quality color core cards help you elevate your brand and cardholder usage.

Keep Your Brand Within Reach

No matter what your needs are, Fiserv is your single source for end-to-end card program management. Personalized cards help improve consumer engagement, drive loyalty and create superior cardholder value, making every connection with your customers count.

Connect With Us

For more information about color edge payment cards, call us at 800-872-7882, email getsolutions@fiserv.com or visit [fiserv.com](https://www.fiserv.com).



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