

 Solution

Print on Demand With Card Personalization

Deliver High-Quality Cards, Carriers and Labels Economically

Keeping margins healthy amid an increasingly competitive landscape is no easy feat. With print-on-demand services, Fiserv helps you balance the economic scales in the creation of cards, carriers and labels while building brand loyalty.

Print on Demand (POD) enables you to customize cards, labels and carriers with no up-front inventory costs, enhancing profitability, differentiating your brand and improving the cardholder experience.

- **Engage customers, build brand loyalty**
- **Drive operational efficiencies and revenue**
- **Eliminate costs associated with excess production, transportation, inventory storage and destruction**
- **Create a lasting first impression that can improve retention**

Trim Costs and Streamline Operations

With POD, Fiserv manages the inventory for carriers, cards and labels. You pay for inventory as it is used. This helps you trim storage, printing and destruction costs while enabling you to provide personalized cards. You can even print cardholders' own images on their cards, if desired.

Card Personalization

Fiserv supports your card personalization needs with several color POD options:

- **Single Static Image:** Select a consistent color image for every card (one image per card program)
- **In-Branch Gallery Dynamic Image:** Cardholders choose from a selection of images
- **Personalized Cards:** MyCardCreation® from Fiserv, a web-based application integrated into your banking environment, allows cardholders to customize their cards by uploading their own images

Fiserv works with the card issuer to vet all images and align to specifications.



Card Carriers

Using laser printing technology, Fiserv can print full-color carriers that are unique to each card program level. Select from simplex and duplex, sizes 8.5 x 11, 8.5 x 14 or 11 x 17 inches (folded to create a booklet that is 8.5 x 11 inches). Three convenient design options offer the flexibility to customize your card programs with ease:

- **Black and White:** Monochrome digital and print
- **Color Logo:** Monochrome digital and print with full-color logo plus shading
- **Color Logo and Images:** Full-color digital and print with variable icons and images

Having the flexibility to update your carrier designs without the expense and waste of obsolete inventory has never been easier.

Labels

Change the way you think about the most-read real estate in the card package. It's more than a label, it's a mini billboard that every cardholder anticipates, reads and interacts with.


Fiserv offers the ability to create on-demand labels, available in two sizes. It's easy to create a unique experience for cardholders at each program level.

Improve Customer Loyalty and Satisfaction

Personalized cards, carriers and labels improve consumer engagement, drive loyalty and create superior cardholder value, making every connection with your customers count.

Connect With Us

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