

# flexCache™

gold program catalog



stored value  
solutions customized  
for your business

**Paymentech**®

Paymentech's FlexCache Gold stored value program is the perfect way to issue gift, pre-paid, merchandise return and employee cards quickly

and easily. Why? Because we make everything

simple for you. FlexCache combines card creation, packaging, transaction processing, database management, reporting and around-the-clock help desk support to offer everything you need in one package.



## FlexCache Gold Program Features

- **Custom card design**
- **Comprehensive array of marketing tools available for you to order to promote your stored value cards at the point of sale**
- **Weekly and/or monthly web-based reporting**
- **Minimum card order is 5,000 cards**
- **Maximum card issuance amount is customizable (default is \$1,000)**
- **Minimum card issuance amount is customizable (default is \$0.01)**
- **Maximum number of daily redemptions is customizable (default 99)**
- **Option of charging a customer and receiving a card inactivity fee**
- **Option of placing an expiration date on a customer card**
- **Maximum balance is customizable**
- **Cards can be configured to allow re-loads**
- **Around-the-clock customer service**

# The FlexCache Advantage



The best way for your customers to know you offer a stored value card is for you to market and advertise your program. Paymentech makes it easy for you to do just that, because our FlexCache marketing experts are ready to play a critical role in the launch and ongoing support of your new gift, merchandise return, employee or pre-paid card program. With Paymentech as your partner, you'll have everything you need

to maximize your stored value sales—turn-key program support, targeted creative services and strategic consultation.

## Turn-key Program Support

FlexCache is the perfect way for you to strengthen customer loyalty and promote your brand because of its turn-key approach. With FlexCache, you'll receive one-on-one production support—before and after you sign up—to ensure your program has the look, feel and functionality that's right for your business.

### custom card designs

With the FlexCache Gold stored value program, you'll enjoy the benefits of a custom card design. You can work with Paymentech and our expert design team to create a card design that complements your corporate brand, or you can use your own resources to design your card artwork. (See your Paymentech Sales Representative for art specifications.) Once artwork is approved, the process to produce finished cards is typically 4-6 weeks.

### custom point-of-sale marketing tools

One of the most flexible features of FlexCache is the fact that we make it easy for you to market your program because we offer the following array of custom marketing tools that you can use to sell more cards at the point of sale (POS).

### extended card display

An extended card display is an actual card with a J-hook attached so it can hang from a metal display rack at the point of sale. Extended card displays are unique because they're entirely made out of plastic.



## **card presenter**

A card's appearance is greatly enhanced when it's presented in a greeting-card style card carrier. Each presenter provides space inside for writing the recipient's name and a brief message. Each presenter has pre-cut slots for attaching the stored value card.

## **countertop display sign**

The key to making your cards visible at the POS is using a countertop display sign that can be inserted into an acrylic holder:

## **tabletop display sign**

For restaurateurs, the ideal promotional tool is a tabletop sign that reminds dining customers of your program.

## **window display sign**

Promote your card program with poster signage made especially for display in windows—a great way to attract window shoppers.

## **decals**

We offer two different decal options so you can maximize your brand promotion. Static cling decals are double-sided, making them perfect for windows and doors. They are easily removable and won't leave a sticky film or residue. One-sided decals are perfect for use on cash registers or counters, or anywhere else you want to promote your program.

## **bill presenter insert**

Make an impression every time you present a bill or make change, using a bill presenter insert.

## **mobile dangler**

Mobile danglers are a great way to make shoppers take notice of your pre-paid card program because they're two-sided posters hanging from the ceiling. Each dangler has two holes for hanging, one set of ceiling clips and one set of suction cups.

## **pump topper**

Sell pre-paid cards at the pump by using a pump topper—specifically designed for petroleum merchants—to promote your program outdoors. Pump toppers are weatherproof and they're printed on a heavy-duty laminated plastic. Each topper has adhesive strips on the bottom for easy mounting.

## **card hanger**

Use a metal card rack to display extended display cards. Available size is 8.5" x 8.5" x 5" base.

## **signage display**

Display and protect your counter and tabletop signs with acrylic sign holders. Available sizes are 4" x 6" x 3" base (two-sided) and 8.5" x 11.25" x 3" base (one-sided).

# Targeted Creative Services

Selling your stored value cards takes more than just a recognizable brand name. That's why Paymentech offers a full-service in-house creative team that can provide you with a full range of creative services. Whether you want a card or presenter designed, or a promotional direct mail campaign developed, our creative services team has a thorough knowledge of how to pull all of the pieces together. Services include:

- Professional graphic design and copywriting
- Extensive experience in corporate branding
- Comprehensive knowledge of printing processes, including plastics production
- Collaborative process from concept to finished art
- Detailed management of print production process
- Unique consumer and business promotions
- Creative solutions

# Strategic Consultation

FlexCache's comprehensive support includes developing and implementing marketing strategies specific to your business. We can work directly with your in-house marketing or operations teams to ensure our support maximizes your brand or we can provide creative solutions that you can use to market your program. Either way, FlexCache makes it easy for you to increase your revenue potential.

- Development and implementation of marketing strategies specific to your business
- Connection with new markets by leveraging Paymentech's global industry partnerships
- Cross-sell opportunities through Paymentech's customer base

## get FlexCache today!

A successful stored value program doesn't just happen. Let Paymentech do the work for you. FlexCache will not only increase your back-office efficiency, it will help you maximize your brand and revenue potential. From customized card design to innovative marketing strategies, you'll have the flexibility you need with FlexCache to sell more cards at the point of sale. For more information about how you can start making money with FlexCache, visit our website at [www.paymentech.com](http://www.paymentech.com) or contact us at **1-800-579-8803**.





1601 Elm Street  
Suite 700  
Dallas, Texas 75201  
1-800-579-8803

[www.paymentech.com](http://www.paymentech.com)

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