

**flexCache™**

**silver program catalog**



**stored value  
solutions made for  
your business**

**Paymentech®**

Paymentech's FlexCache Silver 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 help desk support to offer everything you need in one package.



## FlexCache Silver Program Features

- **Seven unique card designs to choose from**
- **Comprehensive array of marketing tools already designed and available for you to use to promote your stored value cards at the point of sale**
- **Monthly reporting**
- **Minimum card order is 500 cards**
- **Cards can be issued for any amount**
- **Maximum card issuance amount is \$1,000**
- **Minimum card issuance amount is \$0.01**
- **Cards are reloadable**

## **silver program card designs**

With FlexCache, it's easy to get your Silver stored value program up and running. All you have to do is select from one of the seven card designs available (shown right) and we'll customize that design by adding your corporate logo to it so your cards have a personalized look. All that's required is an electronic graphic file. (See your Paymentech Sales Representative for art specifications.) We'll add your logo to the card design you select and submit a proof back to you for approval. Once artwork is approved, the process to produce finished cards is typically 4-6 weeks.



## **Point-of-Sale Marketing Tools**

Research shows consumer awareness equals profit. And the only way for your customers to know you offer a stored value card is to market and advertise your program. 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 an array of marketing tools that you can use to sell more cards at the point of sale (POS).

The following POS tools are available for ordering through the Silver program. POS tools are pre-produced to match available card designs. You select the card design you want, then simply choose the POS tools you need that match your card design. (Please refer to the FlexCache POS Marketing Order Form to place your order.)

### **retail card with presenter**

A retail card with presenter is an actual card with a J-hook 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.

### **mobile dangler**

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

## card presenter and envelope

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, and three A2 size envelope options are available (clear vellum, white with metallic silver text and white with blue text).

## 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

One-sided decals are perfect for use on cash registers or counters, or anywhere else you want to promote your program. They are easily removable and won't leave a sticky film or residue.

## bill presenter insert

You can make an impression every time you present a bill or make change using a bill presenter insert.

## 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 weather-proof 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).



To place an order, ask your  
**Paymentech Sales Representative**  
for a **FlexCache Silver Program**  
**POS Marketing Order Form.**



Silver Card



Silver Card Presenter  
5.5 x 4.25"  
(Envelope Available)



Silver  
Retail Card with Presenter  
4 x 6.375"



Silver Check/  
Bill Presenter Insert  
3.5 x 6"



Silver Tabletop Sign  
(Two-Sided) 4 x 6"  
*Fits in Acrylic Display*



Silver Window  
Display Sign  
(Two-Sided) 9 x 12"



Silver Decal (One-Sided)  
3.5 x 3.5"



Silver Countertop Display  
Sign (One-Sided) 8.5 x 11"  
*Fits in Acrylic Display*



Silverware Card



Silverware Card Presenter  
5.5 x 4.25"  
(Envelope Available)



Silverware Countertop Display  
Sign (One-Sided) 8.5 x 11"  
*Fits in Acrylic Display*



Silverware Tabletop Sign  
(Two-Sided) 4 x 6"  
*Fits in Acrylic Display*



Silverware Check/  
Bill Presenter Insert  
3.5 x 6"

**Select the FlexCache card design you like best and we'll customize your cards by adding your corporate logo!**





Blue Card



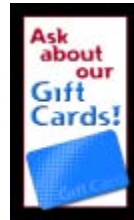
Blue/Yellow Card Presenter  
5.5 x 4.25"  
(Envelope Available)



Blue/Yellow  
Retail Card with Presenter  
4 x 6.375"



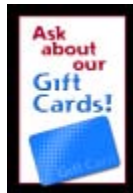
Blue Decal (One-Sided)  
3.5 x 3.5"



Blue Check/  
Bill Presenter Insert  
3.5 x 6"



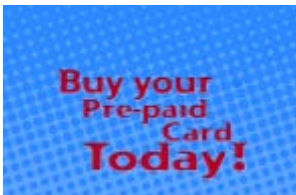
Blue Countertop Display  
Sign (One-Sided) 8.5 x 11"  
*Fits in Acrylic Display*



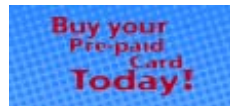
Blue Tabletop Sign  
(Two-Sided) 4 x 6"  
*Fits in Acrylic Display*



Blue Window  
Display Sign  
(Two-Sided) 9 x 12"



Blue Mobile Dangler 17 x 11"



Blue Pump Topper 10 x 5"



Yellow Card



Blue/Yellow Card Presenter  
5.5 x 4.25"  
(Envelope Available)



Blue/Yellow  
Retail Card with Presenter  
4 x 6.375"



Yellow Decal (One-Sided)  
3.5 x 3.5"



Yellow Check/  
Bill Presenter Insert  
3.5 x 6"



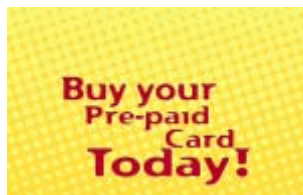
Yellow Countertop Display  
Sign (One-Sided) 8.5 x 11"  
*Fits in Acrylic Display*



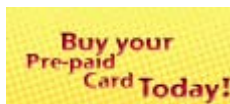
Yellow Tabletop Sign  
(Two-Sided) 4 x 6"  
*Fits in Acrylic Display*



Yellow Window  
Display Sign  
(Two-Sided) 9 x 12"



Yellow Mobile Dangler 17 x 11"

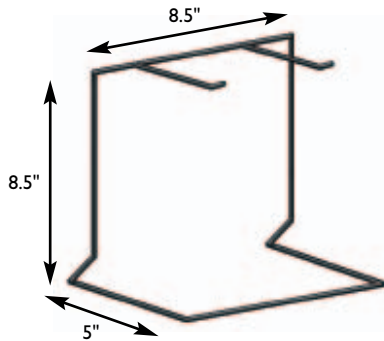


Yellow Pump Topper 10 x 5"

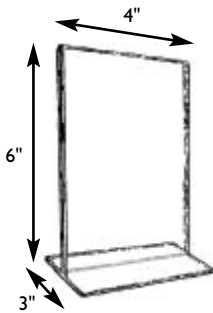


Gold Card

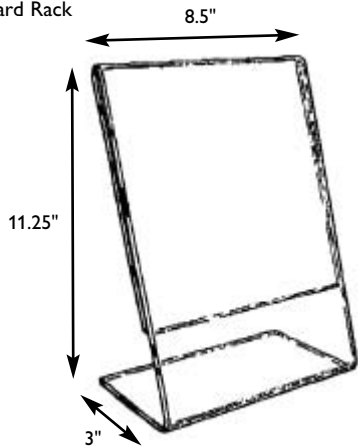
## Display Stands



Metal Card Rack



Acrylic Tabletop Display Sign Holder (Two-Sided)



Acrylic Countertop Display Sign Holder (One-Sided)

**To place an  
order, ask your  
Paymentech Sales  
Representative  
for a FlexCache  
POS Marketing  
Order Form.**



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