

# OUT OF THE BOX - DELUXE 500



The DELUXE Gift Card kit is a great starter package for merchants that want to launch a program. The package includes everything the merchant needs to promote and advertise the product. Additional items can be added for an additional charge. Ask your sales person about additional items.



The DELUXE OUT OF THE BOX program- includes the following items:

- (500) Generic Cards
- (500) Sleeves
- (500) Envelopes
- (1) 5x7 Acrylic Display Sign
- (1) 4x4 Round Sticker
- (1) 4x5 Tent Card
- (1) 3x6 Vinyl Static Cling
- (1) Welcome kit

NOTE: Packages take 5-7 business days for delivery.

## Merchant Benefits

### Increased Consumer Spending

Awareness is at an all time high! Sales can sometimes double from paper to plastic!

### Powerful Promotional Tool

Merchants can use the cards as a tool to increase sales during slow days or promotions.

### Increase Store Traffic

Signs and display material in your store will attract more customers wanting to buy a gift for a loved one.

### Promotes Customer Loyalty

Merchants can use the cards to help keep the customers coming back. Example: Buy \$50.00 today and get an extra \$10.00 on your card.

### Great Impulse Purchase

It has been studied & proven that consumers will tend to impulse purchase if you are promoting a product at the point of sale.

### Replace Paper Gift Certificate

Most all merchants selling paper Gift Certificates experience problems with tracking, reporting, fraud, and duplicate use.

### Slippage and Breakage

*The BIGGEST reason to use Gift Cards is not to have to give customers CASH BACK! Balances stay on cards! Typically only 85% of a cards value is actually redeemed!"*

## Card Designs



Restaurant



Rose



Aurora



Red Bow



Retail



Cash



General



Gift Box

## Pricing

Date: \_\_\_\_\_

Merchant: \_\_\_\_\_

Setup Fee: \$ \_\_\_\_\_

Monthly Fee: \$ \_\_\_\_\_

Transaction Fee: \$ \_\_\_\_\_

## Contact Information: