



Gift Cards Make Sense with FlexCache® Now!

FlexCache® Now! from Chase Paymentech allows businesses to profit from the gift card revolution with as few as 100 gift cards. All you have to do is pick a gift card design and provide the text you want printed on the card. Chase Paymentech does the rest.

It's No Secret

Gift cards get top marks from consumers. Annual gift card sales have topped \$35 billion¹ and are expected to hit \$70 billion soon. The percentage of customers who indicate using gift/prepaid cards to make at least one purchase per month in stores has increased from 12 percent in 2003 to 32 percent in 2005.²

¹ Ernst & Young, 2006

² Dove Consulting

Gift cards are a given for today's smart businesses. But not all gift card programs are created equal. FlexCache® Now! stored value cards work hard as gift cards, prepaid cards and merchandise return cards. And, the program integrates with the Chase Paymentech payment processing system.

The Results You Want

The most recent payments industry statistics demonstrate that:

- Gift cards increase sales by acquiring new customers and reviving existing customer relationships
- 61% of FlexCache® users spend more than the gift card value (lift)
- Gift cards are effective in bringing in first-time customers
- Gift cards reduce operational costs
- Gift cards are efficient for merchandise returns

The Functionality You Need

The FlexCache Now! program combines card creation, packaging, transaction processing, database management, reporting and around-the-clock help desk support in one package:

- Low minimums: 100-card orders and reorders – includes fold-over presenters & envelopes
- Monthly, weekly and daily reporting
- Some gift cards are never redeemed (breakage)
- Optional reloading capability

Designed for Success

No matter what your business, FlexCache® Now! has point-of-purchase materials to help you sell more cards:

- Countertop display signs
- Tabletop display signs
- Window display signs
- Decals

Special packages will get you started:

- **Restaurant POS Kit** – 100 bill inserts, 1 countertop display (with insert and attached card holder), 5 acrylic tabletop signs (with inserts), 3 window display signs and 3 one-sided decals
- **Retail POS Kit** – 2 acrylic countertop displays (with inserts and attached cardholder), 3 window display signs and 3 one-sided decals

Want 500 or more gift cards?

Ask your sales representative about the FlexCache® Advantage program. It has everything found in FlexCache® Now! — plus you get to add your logo to the card front. For even larger card orders there are totally customizable solutions through FlexCache® Custom.

Specification: Minimum FlexCache® Now! Order or Reorder: 100 cards.

We Do The Work. You Reap The Benefits.

Chase Paymentech handles your gift card program turnkey, from card creation to transaction processing. With your new FlexCache® Now! gift cards, you'll be able to put a mini-billboard in your customers' wallets. Whenever they go to pay anywhere, they are reminded of your business. As a result you'll see:

- Increased sales due to customers spending more than card value (lift)
- Acquire new customers
- Increased customer visits
- Heightened customer satisfaction and loyalty
- Improved cash flow (float)
- Profits from unredeemed cards (breakage)
- Enhanced security with POS activation

Ask your sales representative about the many sales support items available to make your gift card program a success.

Choices to Reflect Your Business

Choose from 12 design templates, four type styles and nine type colors to individualize your FlexCache® Now! gift cards. The samples here are but six of the many options available to you. Ask your representative for a brochure showing all the choices. You can also view them online at www.FlexCache.com and use the Preview Tool to see how your company name will look on the card design you choose.



Baskerville Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Weiss Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789

Don't miss out on the gift card revolution. Visit us today to find out how you can have FlexCache® Now!
www.FlexCache.com

