

Card Production and Support/Plastics

Create Cards that Stand Out and Reach Top-of-Wallet Status

A standout card can strengthen your credit union's brand and quickly become your members' favorite way to pay. PSCU's card production and support options enable credit unions to customize their most valuable brand assets that drive member engagement – their credit and debit cards – to best suit their program goals.

Rise to the Top with Innovative Payment Technology

Our newest chip technology, integrated into EMV Contact and tap-to-pay contactless cards, provides speed, convenience and superior security on card-present transactions. Contactless cards are rapidly gaining point-of-sale (POS) acceptance worldwide, with high consumer demand and merchant adoption increasing steadily.

Production Timeline Options

- **Traditional** (6-12 weeks production time): Offers full spectrum of customization and branding through any card finishes, color cores and magstripe options, as well as many imprinting options.

Solution Summary

PSCU's vast array of card production and support options gives credit unions a competitive advantage in achieving top-of-wallet positioning.

- *Offer the latest chip technology integrated into EMV Contact and tap-to-pay contactless cards for speed, convenience and superior security on card-present transactions*
- *Bring plastics to life with our innovative finishes for horizontal and vertical cards*
- *Personalize your cards with options for traditional and flat plastics as well as digital cards*
- *Provide flexible production timelines and delivery options based on your card program needs*
- *Ensure a streamlined production and delivery process via a single point of contact for card procurement and secure issuance*
- *View inventory information for credit unions stock through an online inventory management tool*

- **Digital** (4-6 weeks production time): Offers savings on upfront costs by eliminating the need to purchase large inventories of pre-printed stock. This option also includes custom images and printing edge-to-edge on white plastics, with a standard polish finish.
- **Express** (5 business days production time): Offers standard polished finish card to be produced and delivered quickly, in a smaller quantity.

All plastics are securely shipped via armored truck.

Customizations that Bring Cards to Life

Credit unions can choose from a variety of traditional card features:

- Card orientation: Vertical or horizontal
- Card imprinting: Raised embossing on the front of the card, or flat printing and hot foil stamping on some areas of the card
- Magnetic stripes: An array of standard color options and patterns, custom color options
- Card chip color: Gold or silver for EMV Contact or EMV Contactless chips
- Card finishes: Standard polished, matte, foil, rainbow foil, spot varnish, pearl/sparkle, deboss and foil hot stamp; many of the finishes can also be combined to produce a very memorable card

A solid prepress proofing process enables us to provide you with PDF proofs, physical samples (in some cases) and editing to meet all of your expectations for final approval before job printing.

Members Can Design Their Own Cards

Our Design Your Own Card solution empowers members to express themselves with the image they choose for printing on their standard polished

credit and debit cards. Using a simple web-based interface, your members can personalize their cards by uploading a photo from their personal album or selecting an image from PSCU's image catalog. They can resize, crop or flip the image until it's just right, then place their order. A back-end administrative tool allows your credit union to easily monitor and manage cardholder orders.

End-to-End Support for Card Creation and Distribution

You'll get more than just plastics with PSCU. Our expert card designers are available to assist your credit union in choosing from a variety of card production options to fit your project needs. We also serve as your single point of contact for card procurement and secure issuance for streamlined production and delivery.

Branded Carriers and Secure Mailing

Credit unions can create branded card carriers in generic or custom cardstock with double-sided adhesive tape to affix cards securely.

To help keep card accounts safe, card activation labels are adhered to both new and reissued plastics for domestic and foreign cardholders. When plastics are shipped out to cardholders, they are mixed with other mail on a daily basis, which helps protect large quantities of plastics from falling into the wrong hands.

PSCU welcomes the opportunity to assist your credit union. For more information, please contact your Account Executive or call 844.FOR.PSCU (844.367.7728) and press 1 for Sales, or email us at moreinfo@psc.com.