Merchant Gift Card Program









Choose from our selection of easy to manage Gift Card programs and see how offering reloadable Gift Cards can boost your bottom line. From convenient all-in-one bundled options to Custom Cards and Carriers, we have the right solution for your business.

Gift Cards can help:

- drive traffic to your locations
- gain new customers
- build your brand awareness
- promote purchases of higher-margin products
- reduce cash returns

To sign up for a Gift Card program, contact your sales representative or you may contact the SMB Merchant help desk at 855-290-7260 or email SMBSupport@firstdata.com



Gift Cards To Go®

Gift Cards To Go[®] (GG) packages include everything merchants need to quickly, easily, and successfully market a Gift Card program. Choose from 10 different Card and Carrier pairings in a variety of design themes and type styles to display on a Countertop Display. Priced per package.



Order Includes: 😑 🚺 [

- 100 Gift Cards
- 100 Hanging/Folding (JC) carriers
- 1 Countertop Display
- Welcome Kit

Considerations:

- Customize up to 4 lines of text and a maximum of 30 characters per line
- Thank You message printed on back of card

Welcome Kit Includes:

- Welcome Letter
- Merchant Guide
- Window Decal
- Terminal Cleaning Card

Type Styles	Amazone	Bengiat	Century
Country	Euro	Futura	Sarah Script
Text Color	Black only		



Standard Design Cards

Choose from 31 different designs to customize with a variety of type styles and text color options. Priced per card.





Gift Card

SR-BWR











Glitter



Standard Design Cards



- Option 1 Thank you message
 Option 2 Bilingual
- Option 3 No back of card language

Considerations:

- 250 card minimum order quantity
- Customize up to 4 lines of text and a maximum of 30 characters per line
- Exceptions: ST-RED & ST-ITL designs provide additional title line and 4 lines of text
- Choose from 3 available card back
 options

Type Styles	Amazone	Bengiat	Century	
Country	Euro	Futura	Sarah Script	
Text Color	Text color option palettes are indicated below each design. Default font colors are black or white depending on color palette indicated.			
White C	iold Silver Black	Purple Blue Re	d Green	

Standard Design Carriers - JC



Hanging/Folding (JC) Carriers are designed to hang on a Countertop Display and also include an integrated closure tab to fold and stay closed for gift giving. Standard Design Carriers are printed in full color on two sides and shrinkwrapped in packs of 50 carriers total. Priced per carrier.



Gold Metallic



JC-GLD



JC-SIL



JC-BLU



JC-GRN

JC-RED

Standard Design Carriers - JC



Hanging/Folding (JC) Carriers are designed to hang on a Countertop Display and also include an integrated closure tab to fold and stay closed for gift giving. Standard Design Carriers are printed in full color on two sides and shrinkwrapped in packs of 50 carriers total. Priced per carrier.





Celebration Pack Total of 50 Celebration themed carriers. Contains 25 each of two different designs. Priced per carrier.

NEW CARRIER PACKS



JC-HL1 Holiday Pack Total of 50 Holiday themed carriers. Contains 25 each of two different designs. Priced per carrier.

Sleeves



PK-GFT

Carrier Envelopes



Plain white envelopes available in packs of 100 per order. Designed to fit both JC and FC style carriers. Priced per pack.

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Marketing Collateral



Countertop Displays and Posters, Window Decals and Table Tents can enhance existing sales materials and increase awareness, promoting Gift Cards to your customers. Priced per item/unit.



Countertop Display (hardware included for both FC and JC sytle carriers) Actual Size: 4 ^{1/2} w x 12 ^{3/4}" H







Contact Us:

New Gift Card Merchants: 877-277-3321

Order inquiries: GiftCardProduction@firstdata.com

For artwork and proofing: GiftCardArt@firstdata.com

All other inquiries:

Contact your sales representative or you may contact the SMB Merchant help desk at 855-290-7260 or email SMBSupport@firstdata.com