



# CardServ

**CardServ established in 1997 and is now one of Australia and Asia Pacific's leading PVC card manufacturers with offices in Australia, New Zealand, Malaysia and China.**

***What we do... 'as little or as much as you require'***

## **Design, Production & Delivery**

**Our business covers three main areas:**

- Design
- Production
- Fulfilment & delivery

### **Design**

**Options include:**

- Working directly with you in the design of your card, carrier & POS material from concept stage through to sign-off;
- Working with your agency in the design of your card, carrier & POS material from concept stage through to sign-off;
- Working with your agency through to sign-off.

### **Production**

**Our production process which includes manufacture to ISO standard includes the highest quality control environment:**

- Electronic proofing & approval of artwork;
- Highest levels of quality control in the manufacturing & printing processes which allows delivery within 20 working days of sign-off;

- Personalisation of cards where options include:
  - ✓ Names
  - ✓ Addresses
  - ✓ Magnetic stripes – encode track 1,2,3
  - ✓ Bar codes – EAN, Code 128 & Code 39
  - ✓ Embossing
- Match & attach of cards to carriers or letters ready for storage or customer delivery.

## **Fulfilment & delivery**

**Delivery to customers is always in accordance with agreed format & specifications & include:**

- Direct to end customer following:
  - ✓ Personalisation of cards & carriers
  - ✓ Match & attach to carriers or laser imaged letters.
- Direct to retail outlet following:
  - ✓ Match & attach to carrier
  - ✓ Packaged to your specifications
  - ✓ Delivered direct to head office or outlet.
- Direct to you following
  - ✓ Match & attach to carrier
  - ✓ Packaged to your specifications.

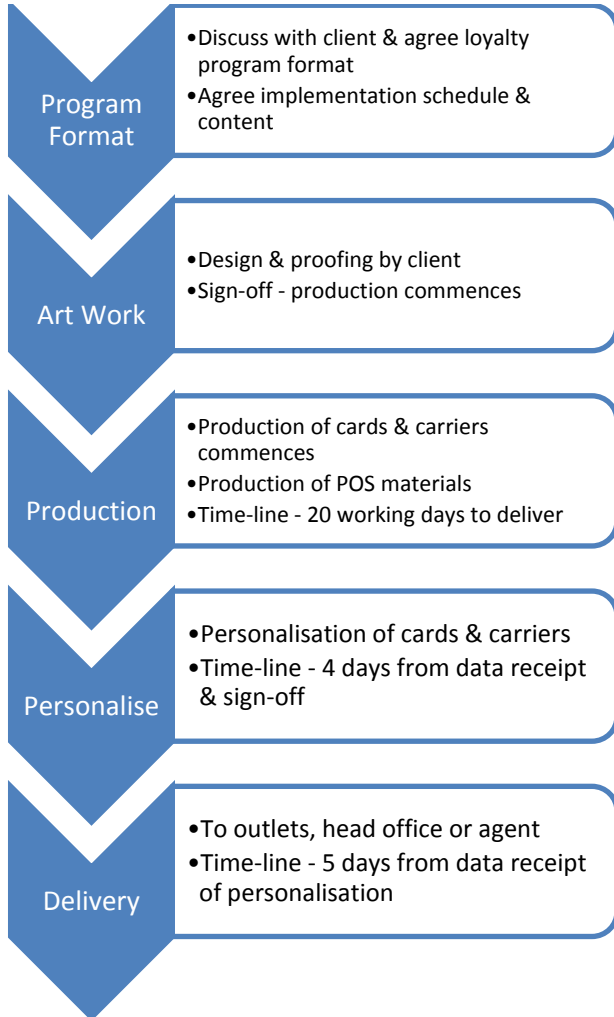
Our Australian bureau currently personalised in excess of 20,000 cards &/or associated materials daily with our bureau in China personalising in excess of 100,000 cards daily.

Our production processes allow us to offer flexibility & scalability – we have the capacity to produce 40 million cards each year, consisting of PVC cards, paper cards, Mi-fare cards & 'phone cards.



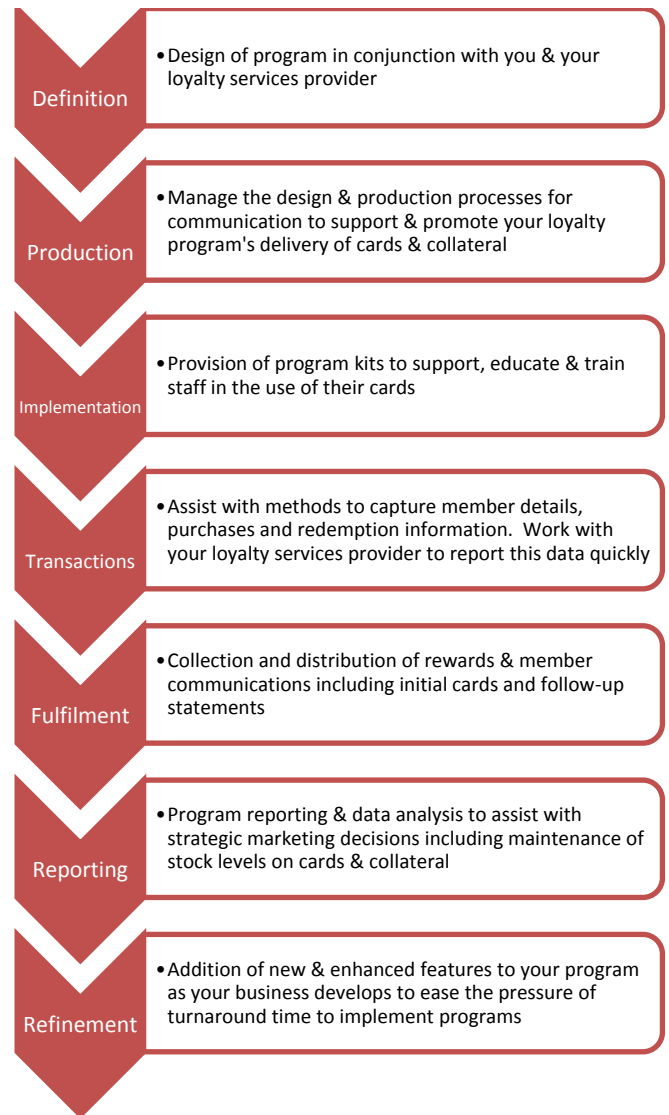
## Production Process Cards & Carriers

CardServ is integral in the following components of your loyalty program.



## Loyalty Program Process

CardServ strategic partner assists you in developing the loyalty program solution that is right for you.



## Program Pricing - issues for you to consider.....

The costing of the program will depend on your specific requirements but will include...

- Program scope, build & design
- Program functionality specification
- Supporting web interface (Head Office, Store & Customer)
- Helpdesk Set-up
- Custom Reports build
- Existing database migration
- Rewards Program Outline
- Merchant Training Information Kit
- Program Implementation
- Ongoing charge for support, data processing, maintenance & storage