

# Add the Benefits of Gift Cards to Your Location



Electronic gift cards were once exclusive to large chains and department stores but are now available to businesses of all sizes. They improve customer loyalty and act as miniature billboards improving brand awareness and reminding customers to return to your location every time the card is seen. Gift cards are the fastest growing form of non-cash payment in the country and United Bank Card offers a comprehensive gift card solution that can easily be added to your business.

## Electronic Gift Card Advantages

Unlike traditional paper certificates, the balance on the card is automatically updated with each use. This process eliminates the need for you to provide a cash reimbursement to your customers for the remaining value of the card. Gift cards can also be reloaded with additional value, making them an ideal tool to promote repeat shopping. Additionally, customers generally spend more than the amount of the gift card and cards that are never utilized (lost or forgotten) represent 100% profit to you!

## The Perfect Gift Card Package

United Bank Card offers a variety of gift card options to suit your specific needs. Choose from a broad selection of pre-designed card templates or produce your own cards with custom artwork and images. Our diverse gift card package ranges from 1-color pre-designed cards, 1-color custom cards or 4-color custom cards personalized with your own graphics. Each package contains gift card sleeves and envelopes, window decals and a tabletop display with insert.

## Additional Benefits

Gift cards are great for cash flow because they are prepaid before you provide the goods and services and you can invest these prepaid dollars into your business. They make great "thank you's" and incentives to potential customers or can be given in place of cash for returns. Gift cards also take up minimal space and are easy to stock and display. You will even be able to access your daily activity on the Interactive Merchant System. Additionally, your customers will be able to check the balance of their cards online.

## Add Electronic Gift Cards to Your Business

Gift cards have become one of the most convenient and sought after items for consumers searching for the perfect gift. United Bank Card offers a variety of gift card package options or you can select a custom order to accommodate your specific gift card needs. Contact your local sales office and add this innovation to your business today.

Add  
Big  
Business  
Resources  
to  
Your  
Location



### LOCAL SALES OFFICE:

Sales Rep: \_\_\_\_\_

Phone: \_\_\_\_\_



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