



Stand Up to Stand Out

Your guide to vertical cards and our innovative technologies that bring them to life.



ENTRUST

SECURING A WORLD IN MOTION

OVERVIEW

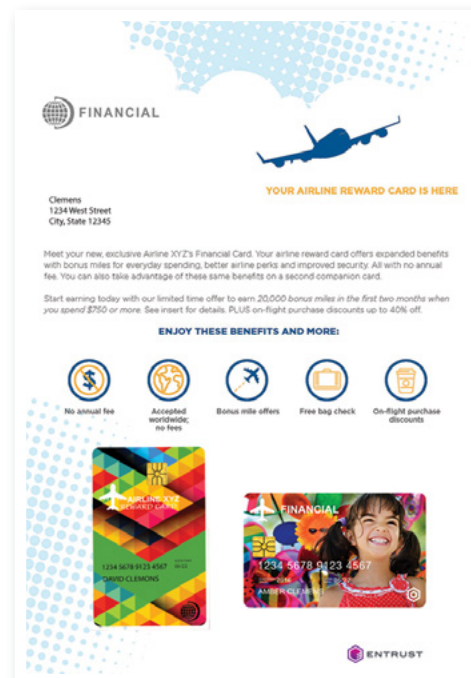
Stand out from the competition by offering cards that stand up vertically

From ATMs to chip readers to contactless (i.e. tap-and-go) payments, consumers are holding their cards like they do their smartphones: vertically. So why not design them to mimic that behavior?

Whether you're a financial institution looking to differentiate in a crowded marketplace, or a bureau wanting to support your customers in achieving top-of-wallet status, it's important to know more about the vertical card trend - and the limitless possibilities brought forth by Entrust innovations.

In this guide, we'll delve into:

- Expanding card creativity for market differentiation
- Embracing the best in vertical card personalization technologies
- Optimizing the label
- Utilizing the power of the carrier



Expand card creativity for market differentiation

Portrait card orientation (also known as vertical) uses flat card printing, which empowers financial institutions to creatively differentiate their card designs or to offer cardholders the unique ability to express themselves through personalized card options. From endless printing and personalization options to new substrates such as metal, vertical cards let financial institutions, well, brand themselves. And Entrust offers the solutions that make it possible for bureaus to support them in their quest to differentiate.

- Vary the personalization colors, sizes, fonts, placement
- Move personalization information to the back of the card
- Try out metal card substrates
- Print edge-to-edge color images on white cardstock
- Offer customers the choice to pick from a gallery or submit their own card image



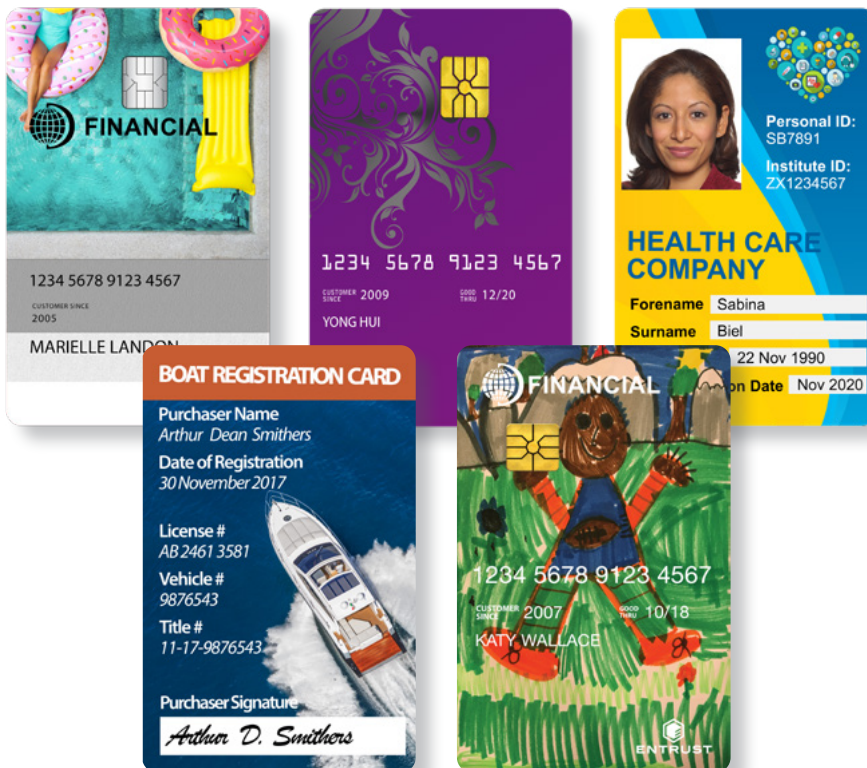
THE SOLUTIONS

The best in vertical card personalization technologies

Datacard® Artista® VHD Retransfer Printing Module Gen 2

The Artista VHD Retransfer Printing Module Gen 2 uses an innovative retransfer printing technology that maintains consistent, high print quality by printing separate layers of cyan, magenta, yellow, black, and/or a spot color (such as metallics) on transparent retransfer material. The technology then transfers the composite image to a blank card utilizing heat and an adhesive. This technology is the perfect choice for print-on-demand capabilities that allow cardholders to choose the card image, or provide one of their own.

- Metallic spot printing
- Edge-to-edge printing
- Vibrant colors
- True skin tone
- Near lithographic quality
- Supports brand mark printing



Durable Graphics Printing Module

The Durable Graphics Printing Module uses direct-to-card thermal transfer printing using a graphics ribbon to personalize preprinted cardstock. The printhead applies pressure to the backside of the ribbon, placing the front side of the ribbon in direct contact with the surface of the card, then heat is applied to the ribbon to print black, white, metallic gold or metallic silver personalization onto the card. The printing is then UV-cured to create durability without the need for a topcoat. This technology is the perfect option for high-quality personalization and durability.

- Cost-effective, easy way to move into flat card printing
- Offers metallic printing for a truly differentiated look



Drop on Demand Printing Module Gen 2 and Duplex Drop on Demand Printing Module

Drop on Demand inkjet printing utilizes specially formulated, fast-curing or drying ink, enabling high-speed printing. A pressurized printhead directs fine drops of ink specifically where required. This belt-less, reliable printing solution offers all-in-one pretreat, printing, protective varnish, and UV-curing - all in one module. The duplex module can personalize both sides of the card in a single module. This technology is the perfect option for colorful, durable cards being printed and personalized on either side of the card.

- Highly precise and unique printing
- Monochrome, color, or clear varnish printing options
- Highly precise personalization
- Edge-to-edge printing



For a complete list of our modular technologies,
contact a sales representative at sales@entrust.com.

Optimize the label

If you're going to go vertical, go vertical all the way. That includes the label. In addition to housing activation information, a vertical label can be personalized, flooded with color, even present QR codes. Supporting vertical labels is as easy as shifting the orientation of the artwork. And the shift can pay off: Personalizing vertical labels can realize a 1%* or more lift in activation rates, driving additional transaction fee revenue and account balance interest. With on-demand labels such as vertical orientation, bureaus can increase value-added services by granting financial institutions the flexibility to do more with the label, which helps secure profits and happy customers.

- Improve cardholder experience with personalization and eye-catching designs
- Gain flexibility to customize unique messages to each cardholder
- Print dynamic, vivid, edge-to-edge color images



*Based off an Entrust business case. Results may vary.

Utilize the power of the card carrier

So, if the cards and labels are vertical, it only makes sense to offer the ability to attach cards vertically to the carriers as well. Card carriers are the ideal space for financial institutions to build that relationship with the cardholder. With the card attached, the carrier rises above junk mail to become prime real estate for card issuers to tell the story they want the cardholder to read, be it cross promotions, corporate messages, rewards programs, etc. It is even more important that the carrier be printed to get noticed. Entrust offers a variety of printers as a part of our inline or standalone card delivery systems that can support a wide variety of carrier designs. From simple black and white to full color designs. Correct card orientation and easy mailer readability are made possible with our vertical card placement option that can dynamically place cards in varying orientation to support efficient workflows. With only a matter of seconds to catch the cardholder's attention, be sure to put this prime real estate to work.

- Use the space on the carrier to build your brand identity through key messages and eye-catching images
- Offer up one-to-one marketing
- Dynamically print full-color, near edge-to-edge card carriers unique to each cardholder type

Power of the Artwork

- Carrier layouts are more flexible than ever before
- Ensure high-quality printing with industry standard color management practices and tools



On Demand Images

- Flood colors, text and graphics created by graphic designer
- Dynamically change logos and images carrier by carrier

Dynamically Prints Variable Data

- Customer name, address and personalized messages

Dynamic Location and Orientation Card Placement

- Both horizontal and vertical cards can be placed as required

Drive Customer to Action

- Add variable QR codes to the artwork
- Direct to promotions and rebates

Ensure Carrier Integrity

- ICC color profile chosen to ensure color management and accuracy
- Bar code verification to ensure correct card to carrier

HEALTHCARE

Create Dynamic Color Carriers That Stand Out From the Crowd

Showcase important resources for finding healthcare providers, claims tracking and payment status.

Call out the various card uses — doctor's office, pharmacy or health club.

Provide contact information for cardholder questions or to request additional cards.

Alert cardholders to local health improvement programs.

Additional space for terms and conditions or special offers change frequently based on cardholder type or region.

Transform your card carriers into a communication document that can educate your cardholders on the most recent health care innovations. Now you can captivate cardholders with eye catching graphics and personalized messages. The RISO ComColor GD 7330R inkjet printer offers high-speed, color printing to support your brand, drive cardholders to action and promote card usage with targeted messaging.

Seamlessly integrate the RISO 7330R printer with the Datacard® DX5100™, DX3100™, MXD810™ and MXD610™ Card Delivery Systems. Producing up to 180 forms per minute, it is the fastest printer in the card delivery portfolio. The RISO 7330R supports a wide range of paper sizes and offers a spot-on feature for greater color consistency across documents.

Imagine the Possibilities

New Marketing Opportunities

- Develop more dynamic and educational communications
- Print color graphics on demand to make your card mailings stand out
- Achieve 1:1 communications with fully personalized card plus carrier

Enhanced Operations

- Build larger job sizes with on-demand printing
- Reduce need for pre-printed stock
- Add the Flex-Form Module to run card carrier sizes of A4, 8.5" x 14", Legal, A3 or 11" x 17"

Sabrina Bel
1234 123rd St.
City, State, MN 12345

PRIME CHOICE HEALTH CARE CARD

Personal ID: 12345678
Health ID: 1234567
HEALTH CARE COMPANY
Personal: Sabrina
Surname: Bel
Date of Birth: 22 Nov 1990
Card Expiration Date: Nov 2023

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Get more information and ideas on how flat card personalization and vertical mailings can impact your business:

FLAT CARD PERSONALIZATION

VERTICAL CARD MAILING SOLUTIONS

For more information

888.690.2424

+1 952 933 1223

sales@entrust.com

entrust.com

ABOUT ENTRUST CORPORATION

Entrust keeps the world moving safely by enabling trusted identities, payments, and data protection. Today more than ever, people demand seamless, secure experiences, whether they're crossing borders, making a purchase, accessing e-government services, or logging into corporate networks. Entrust offers an unmatched breadth of digital security and credential issuance solutions at the very heart of all these interactions. With more than 2,500 colleagues, a network of global partners, and customers in over 150 countries, it's no wonder the world's most entrusted organizations trust us.

Learn more at
entrust.com



Global Headquarters
1187 Park Place, Minneapolis, MN 55379
U.S. Toll-Free Phone: 888 690 2424
International Phone: +1 952 933 1223
info@entrust.com entrust.com/contact

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