



## Gift and Loyalty Cards

Drive engagement and build passion for your brand

Gift and loyalty card programs are a critical component of modern retailing. According to Forrester Research, 72% of adults online belong to at least one loyalty program and those enrolled in such programs belong to nine on average.<sup>1</sup> Much more than just a card, gift and loyalty programs create a personalized experience that puts your brand into the hands of consumers and enables you to:

- Drive in-store traffic
- Heighten customer engagement
- Increase dollars spent per transaction
- Convert prospects into active buyers

### Partner to the world's most influential brands

One of the largest producers of gift and loyalty cards in the world, Taylor provides gift and loyalty programs for brands you interact with each day. We continuously invest in leading-edge technology and have more than 40 years of experience in card manufacturing, personalization and fulfillment. The result is a single-source solution unlike any other in the industry.

### Program Design

Taylor takes a consultative approach to each program, offering award-winning design talent and innovative concepts that enhance the “stickiness” of your brand.

### Data Management

SOC 2, HIPAA and PCI-compliant data management processes, automated production facilities and countless quality checks ensure every card performs as expected.

### Card Manufacturing

From CR80, combo cards, key fobs and custom shapes to the latest eco-friendly paper stocks, an endless assortment of card formats is available to you.

### Packaging

We package finished cards on a variety of substrates and handle everything from personalization and affixing to inserting and mailing.

### Fulfillment

Whether for small or large production runs, our multinational manufacturing footprint can meet the peak demands of a busy retail sector.



## Custom Materials and Embellishments

Research shows 70% of consumers form their impression of a brand based solely on packaging.<sup>2</sup> Taylor's custom materials and embellishments can spell the difference between lackluster program performance and business-changing growth.

- Flocking
- Glitter and pearl inks
- Glow-in-the-dark inks
- Metallic inks
- Mosaic
- Motion lenticular
- Raised-surface silkscreen
- Scented surfaces
- Soft-touch surfaces
- Spot color, gloss and matte
- Water reveal
- Writeable surfaces

### Sources

1. <https://www.forbes.com/sites/tinamulqueen/2018/08/01/beyond-points-companies-are-using-innovative-rewards-programs-to-draw-in-customers/#7d964568732d>
2. <https://www.packagingoftheworld.com/2017/07/the-power-of-packaging-you-probably-did.html>



## Learn More

Start creating memorable consumer experiences that inspire passion for your brand. Ask your Taylor representative about our industry-leading gift and loyalty program capabilities.