



**TAYLOR**

# LOYALTY, REWARDS AND INCENTIVES

Brand passion you can hold in your hands



**GROWGEVITY**  
FINANCIAL

member-only rewards

# BUILD AND REWARD BRAND PASSION

It's more than just a card. Rewards and loyalty cards are all about a tangible and personalized experience – one that cannot be recreated digitally. Use loyalty and rewards cards to:

- Drive in-store traffic
- Increase dollars spent per transaction
- Create a memorable buying experience

*What card fits your brand?*



**Contents**

Cards ..... 4

Materials and Embellishments ..... 6

Packaging ..... 8

Fulfillment ..... 10

## Solutions

# Cards

The size, shape and style of card that you choose can have a dramatic impact on the effectiveness of your entire card-based program. Think about how, when and where your card will be used and select a format that ensures your program is always top of mind.

- CR 80 cards
- Combo cards
- Key fobs
- Unique shapes



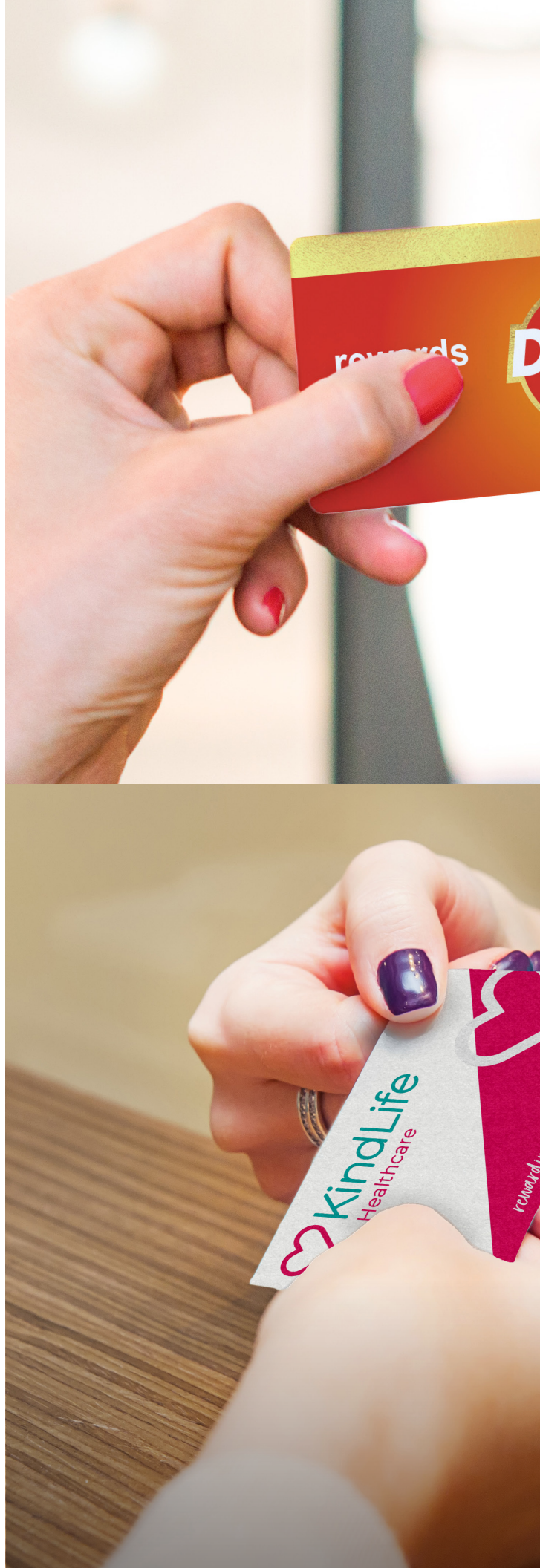


## Solutions

# Materials and Embellishments

Taylor offers diverse print capabilities and a wide selection of materials, treatments and embellishments. Choose a look and feel that best represents your brand.

- Flocking
- Four-color and spot color
- Glitter and pearl inks
- Glow-in-the-dark inks
- Heat and light sensitive
- Hydrochromatic
- Matte and gloss spot
- Metallic inks
- Mosaic
- Patented motion lenticular
- Raised-surface silkscreen
- Scented surfaces
- Soft-touch surfaces
- Water reveal
- Writeable surfaces





## Solutions

# Packaging

Create a memorable, gift-like experience for your loyal customers. Taylor offers packaging for cards with an array of capabilities including personalization, affixing, insertion and mailing.

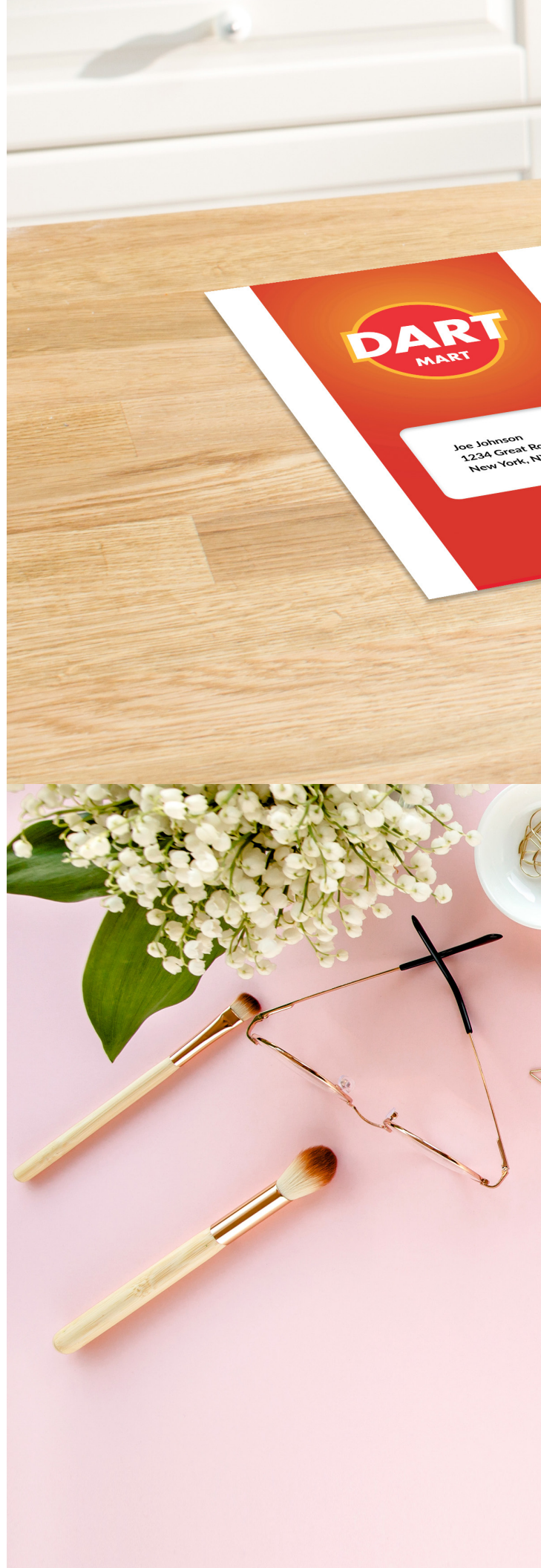




## Solutions

# Fulfillment

Complement your multichannel approach with card fulfillment that informs and delights. Whether small or large card production runs, our centrally located fulfillment facility can meet your needs for a successful busy season.







# LEARN MORE

We use our deep knowledge of loyalty, rewards and incentives to strengthen your customer's brand experience, enhance business efficiency and improve your bottom-line profitability. Contact your Taylor representative to learn more.



1725 Roe Crest Drive, North Mankato, MN 56003  
800.631.7644 | [taylor.com](https://taylor.com)

© 2021 Taylor #2921