



# Give Members Plenty Of Card Choices.

## Choose CO-OP Plastic Card Management.



### From traditional to trendy—issue pre-packaged ATM and Debit cards from CO-OP Financial Services

Running an effective plastic card program takes work. That's why we provide a full-service Plastic Card Management program just for credit unions. You get all the benefits without the effort of developing and administering it on your own. And, you'll save time and money by taking advantage of CO-OP's collective bargaining power with industry-leading vendors in plastics production and support.

The result is a turnkey ATM and Debit card program that includes plenty of card choices and oversees every detail—from production and packaging to mailing, activation and reporting.

#### Choices, Choices, Choices: A Variety of Card Options

- CO-OP Generic Cards
- Card Collections from leading vendors
- Custom Cards
- Photo Cards

In addition to production, our all-inclusive program takes care of packaging, mailing, activation instructions and reporting. Fees are included on your monthly CO-OP invoice.



Ideas. Insights. Innovations.



## CO-OP Generic Cards

CO-OP Generic Cards are a quality, low-cost solution that includes everything you need to issue ATM or Debit cards to your members. The CO-OP card is manufactured by Personix and is pre-approved by national networks. The card itself sports your credit union name and logo and complements the CO-OP national branding program. Economy pricing includes:

- Card carriers displaying the CO-OP brand
- Activation labels
- Tyvek card sleeves

Plus, you buy them as needed, so there's no need to purchase and store large quantities.

## Card Collections From Leading Vendors

Your credit union can choose to offer card programs from our preferred vendors. They are all experienced companies with modern production facilities and high standards for quality and security.

- Cards are available as Visa or MasterCard debit cards, business debit cards or your credit union's ATM cards
- Select one design or allow members to choose their favorites
- You can even get seasonal and choose special occasion designs for gift cards
- Card carriers coordinate with the CO-OP national advertising program and you can add up to four lines of custom text

## Custom Cards—Create Your Own Design

Custom cards are the perfect choice if you want to create a unique look. Our preferred vendors will work with your credit union to develop card options to your specifications at CO-OP's discounted rates.

## Photo Cards—Member Identity Cards

Personalized cards have been shown to increase usage and maximize safety. Add value for your members and gain a competitive edge for your credit union! Cardholders can create an identity photo card or an affinity card, which they can personalize with a favorite photo. Your credit union can provide the photo option for a small fee to members. There are no inventory requirements or creative costs.

- Simply take photographs at branch locations
- Provide the vendor with specific cardholder information for accuracy



## Run an Effective ATM and Debit Card Program with CO-OP

- **Increase efficiency**—CO-OP will handle all the details for you
- **Choose a variety of card designs** that fit the needs of your credit union and your members
- **Expand your market presence** with cards sporting your credit union's name and logo
- **Reduce costs** by taking advantage of CO-OP's collective purchasing power with industry-leading plastics vendors

**Give your members a choice!**

**Sign-up for CO-OP Plastic Card Management today.**

For more information, please contact our Business Development Department at 800.782.9042, Ext. 7140, or send an email to [sales@co-opfs.org](mailto:sales@co-opfs.org).

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