

Maximize sales. Increase customer loyalty. Build your business.



Introducing Moneris' gift card program.



Moneris 
SOLUTIONS

Gift Cards

Maximize sales, increase customer loyalty and build your business.

Looking for new ways to increase revenue? Do you want to encourage repeat customer visits? Want to remain competitive in the marketplace? Well, you can achieve all this and more by investing in Moneris' gift card program.

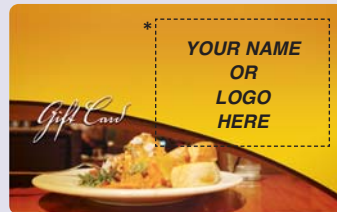
Not just for big businesses anymore, gift cards are now available to businesses of all sizes. With a small investment, you can now compete with large national gift card programs and in turn, create huge returns.

Think about it. How many times have customers come into your location hoping to purchase a gift for someone, only to leave your location empty-handed? By having gift cards as an alternative, customers would never have a reason to leave without a purchase. Gift cards can help you capitalize on all revenue-generating opportunities and never turn a customer away.

Gift cards are perfect for businesses like yours, whether you're established or just getting started. They present a cost-effective way of attracting new customers and achieving huge profits since most gift card owners rarely spend just the amount on the card. Many will most likely spend more than the value which translates into increased sales for you.

Gift cards make good business sense. Not only are they one of the fastest-growing trends in today's marketplace, they are also a great source of advertising and brand recognition as your logo or business name is prominently displayed on top of the card.

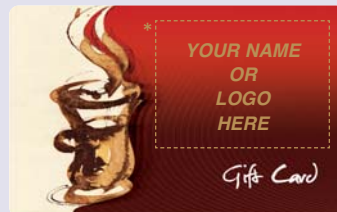
Introducing 11 new designs to suit your business.



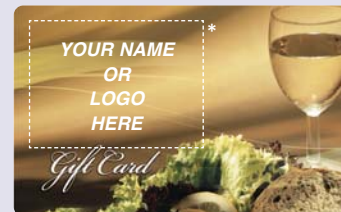
1011 (RESTAURANT) Printing Colour: Black



1018 (DARK WINE) Printing Colour: Silver



1012 (COFFEE) Printing Colour: Gold



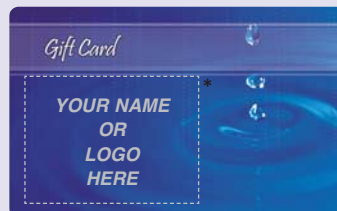
1019 (WHITE WINE) Printing Colour: White



1014 (PINK) Printing Colour: Gold



1020 (SNOW FLAKES) Printing Colour: Red



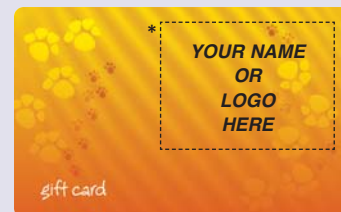
1015 (WATER) Printing Colour: Silver



1021 (INTERIOR DESIGN) Printing Colour: White



1016 (GARDEN) Printing Colour: White



1022 (PAWS) Printing Colour: Black



1017 (FUN) Printing Colour: Black

The benefits of a gift card program:

- Customization**
 Choose from a variety of existing designs, and then add your name or logo. Or, create your own cards and holders based on custom artwork.
- Flexibility**
 Let customers decide on the amount they wish to load or reload onto the gift card (from \$1 to \$250).
- Reduce Fraud**
 Gift cards have enhanced security, and have no value until activated by staff at the time of purchase.
- No change or cash back**
 With gift cards, the outstanding balance remains on the card, so you never have to give cash back.
- Increase sales**
 Customers typically spend more than the initial face value loaded on the gift card.
- New merchandise**
 Attract new customers and increase impulse purchases by prominently displaying gift cards at the point-of-sale and around your store or restaurant.
- Powerful promotion tool**
 Offer gift cards to reward top customers (i.e. receive a \$10 gift card for every purchase you make over \$200).



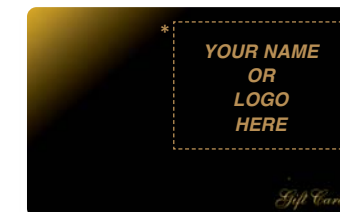
1004 (GOLD) Printing Colour: Black



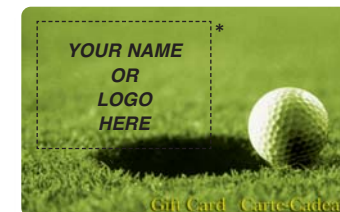
6003 (SPA) Printing Colour: Black



6005 (BLUE) Printing Colour: Black



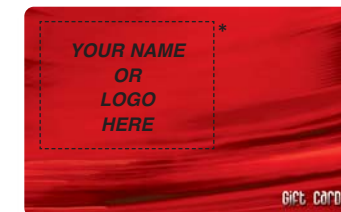
1007 (BLACK ELITE) Printing Colour: Gold



6001 (GOLF) Printing Colour: Black



6004 (GREEN) Printing Colour: Black



1006 (RED) Printing Colour: Black



1010 (GREY) Printing Colour: Blue

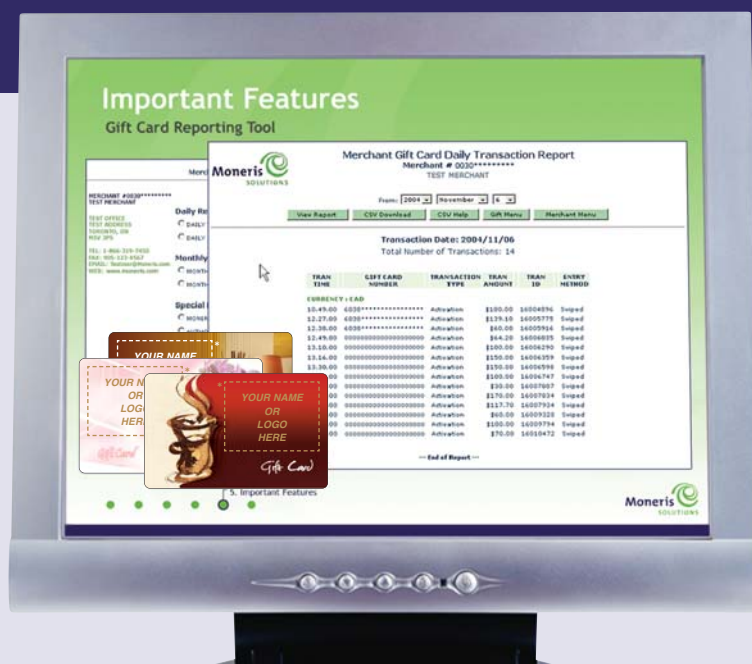


For more gift card designs visit moneris.com/giftcards

* Colours may not appear exactly as shown

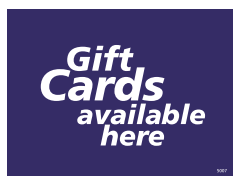
View your gift card sales anytime with **Merchant Direct®** Online Reporting tool

- Gift card daily transaction report
- Gift card date range and summary report
- Chain gift card date range and summary report
- Liability report



Moneris helps you promote your gift card program. Each kit includes:

- Gift card window decal



- Gift card display stand



- Gift card counter sign



Speak with your Moneris sales consultant or visit moneris.com/giftcards

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