



BEYOND THE CARD  
**ONE COMPANY • INFINITE INNOVATIONS**

GIFT, LOYALTY & MEMBERSHIP CARDS • CREATIVE DESIGN • R&D • PRINTING CAPABILITIES • PERSONALIZATION • SECURE PACKAGING • FULFILLMENT • E-COMMERCE

**WE PRINT MAGIC**





#### CAPABILITIES

- Litho Printing: Conventional & UV
- Silkscreen Printing
- Digital Printing
- Multiple Die Cutting, Lamination & Finishing Options
- Print on Nearly Any Plastic or Paper Substrate

#### TECHNOLOGIES

- Lenticular & Motion Graphics
- Foils and Metallics
- Special Ink Effects
- Textures and Embossing
- Green Cards & Carriers

# CREATIVE DESIGN & PRINTING CAPABILITIES

## TURN BRIGHT IDEAS INTO BREAKTHROUGH CARD PROGRAMS

The gift card market is cluttered and growth is slowing. If you are focusing on “business as usual” – the same card designs, the same card distribution systems, and more of what worked in the past – you’re not going to realize the full potential of your card program.

We can help.

IGH Solutions, parent company of Travel Tags, Card Fulfillment Service and Western Graphics & Data, is one of the largest producers of gift and other non-financial cards in the world. Add in our packaging and fulfillment expertise and you have the ideal partner to help take you “beyond the card” into new areas of profitable growth.

## SEE, TOUCH, FEEL - ADDING PERSONAL TOUCH

To be successful in today’s market, your gift cards need to stand out on crowded racks, attract the non-card-giving holdouts who still view gift cards as impersonal, and reinforce your brand in ways a simple logo can’t. That’s where IGH Solution’s advanced R&D capabilities and award-winning design team can help. We can take your ideas from rough concepts to attention-grabbing card magic. Or we can work with your agencies or internal creative staff to translate their designs into effective cards.

## A PROVEN SOURCE

Travel Tags, an IGH Solutions Company, offers the industry’s widest selection of card design, printing and finishing technologies – all under one roof. That means less coordination headaches, higher quality control and the ability to combine techniques for unique, outstanding effects.



# PERSONALIZATION & SECURE PACKAGING

## ACCURACY AND VALUE-PROTECTION TECHNOLOGY YOU CAN COUNT ON

Stored value card packaging needs to do more than catch the consumer's eye. It also needs to guarantee that the card inside has not been compromised. Western Graphics and Data, an IGH Solutions company, is the innovative leader in secure card packaging. State-of-the-art equipment in addition to an array of patents and licenses in card personalization technologies reinforce our commitment to preserve the integrity of your card program. Plus, our production facility is certified to meet the security standards of the world's largest financial card issuers.

## UNIQUE PACKAGING THAT REFLECTS YOUR BRAND

Give your package the power to sell with our multiple affixing and packaging options. We package unique card shapes, sizes and substrates beyond the standard CR80 onto a variety of carrier constructions. We're known for our innovative, secure packaging design options - including one of the first patented designs for activating a card without removing it from the package. And no matter how complex the package, our extensive verification systems ensure the sequential order of the final product.



## CAPABILITIES

- 1-to-1 Gift Card Fulfillment Programs
- B2C Promotion & Incentive Programs  
*including* Rewards Programs and Loyalty & Membership Programs
- B2B Incentive Programs
- Automatic Store Replenishment
- Web-based Fulfillment Platform

# FULFILLMENT & E-COMMERCE

## **CREATE NEW REVENUE STREAMS. EXTEND YOUR BRAND.**

One of the best ways to grow your card program and profits may be to take it beyond your retail shelves. From web-based gift card orders to promotional and incentive programs, Card Fulfillment Services, an IGH Solutions company, can show you how to extend your brand's reach to new customers.

From unique carrier shapes and in-pack items to customized packaging designs, we can turn your product from "just a card" to a heartfelt gift. Plus we have the systems and expertise to help you crack the lucrative business-to-business incentive market.

## **E-COMMERCE MADE EASY**

If you are not selling cards on your web site, you should be. Our e-Commerce Card Fulfillment Platform is the complete solution for online ordering of stored-value cards. Each site includes user profile management, site branding, product catalog, product customization, shopping basket, payment processing, order confirmation and shipping notification emails. This easy-to-implement, plug-in platform minimizes the need for custom IT development and gets you online and selling gift cards quickly.

## THE IGH FAMILY OF COMPANIES

IGH Solutions is a family of companies brought together for one purpose: To help you break through the clutter that is keeping your message from reaching your customers. We use cutting edge printing technologies, data management techniques, and creative services to help you build your brand, create new revenue streams, and increase customer loyalty.

IGH Solutions is a business unit within the Taylor Corporation, one of the largest commercial printing and graphics communication companies in North America. Several Taylor Corporation subsidiary companies have been joined together to form IGH solutions including:

### CARD FULFILLMENT SERVICES

At CFS, we specialize in helping card issuers take their programs beyond the retail shelf. We service some of America's top brands by personalizing and fulfilling cards down to the individual consumer level, helping create business-to-business card incentive programs, and now extending their reach through our unique e-commerce card platform. We extend your brand message to each individual recipient, combining personalization with creativity and timely delivery.

### TRAVEL TAGS

Travel Tags specializes in unique plastic printing and packaging using innovative print technology including UV litho, digital, and screen processes. Our creative team and sales representatives are industry experts in creating custom card programs. A three-time ICMA People's Choice Award Winner, Travel Tags is one of the largest printers of gift cards in the world.

### WESTERN GRAPHICS AND DATA

Western Graphics & Data offers secure packaging and data processing services to the prepaid card industry. Western recently moved to a new highly secure facility, the only of its kind in the Pacific Northwest to be licensed for secure packaging by the world's largest financial card issuers.



5842 Carmen Avenue, Inver Grove Heights, MN 55076 1.866.901.3705  
www.ighsolutions.com info@ighsolutions.com 651.450.1201