



Plastics

Sleek Cards Differentiate Your Credit, Debit, Prepaid and ATM Programs

PSCU offers a variety of mag stripe only and EMV plastic options to meet all of your credit, debit, prepaid and ATM program needs.

Whether traditional, digital, or even design your own – our flexible plastics options are specifically designed to support your program goals, such as strengthening credit union branding or allowing your members to express their creativity.

Traditional Plastics

Our traditional plastics are the bread and butter of any card program. Credit unions can submit custom stock reflective of their brand that is ordered and shipped to First Data or another personalization facility.

Special features include:

- Spot foil
- Full-face foil
- Translucent core
- Colored-core
- Matte finishes

Solution Summary

PSCU's plastic card options allow credit unions a competitive advantage in the fight for top-of-wallet positioning. We offer two types of personalization, Traditional & Flat.

- *Traditional Embossing (raised numbers/letters) are available for regular plastics, digital and DYOC EMV cards*
- *Flat Plastics (no raised numbers/letters) are available for regular plastics and EMV cards, but not for digital or DYOC cards*

Digital Plastics

Our digital plastics allow your credit union to create custom images and print them edge-to-edge on white plastics. Support your Select Employee Groups, Associations, Small Business, or Youth segments with a custom plastic designed just for them.

- Digital Plastics allow you to save on upfront costs by not having to purchase large inventories of pre-printed stock.
- There is a small set-up fee, and a monthly charge for the actual number of cards used.
- This feature is only available with Traditional Embossing.

Design Your Own Cards

Our Design Your Own Card solution empowers members to express themselves with the image they choose for their credit and debit cards. Using a simple web-based interface, your members can personalize their cards by uploading their own custom image or selecting from one of PSCU's image catalog. Then resize, crop or flip your image until it's just right. Then place their order. It's that simple!

- This feature is only available with Traditional Embossing.

EMV Plastics

Our EMV plastics integrate contact chip technology into your credit, debit and reloadable prepaid card programs, helping you prepare for the migration of U.S. merchants to EMV card acceptance. EMV cards provide superior card-present fraud prevention and a reduction in overall fraud losses.

- Presently, EMV Plastics are compatible with all Digital, DYOC, Traditional Embossing and Flat cards.

Traditional Embossing

Traditional Embossing can be used on all horizontal cards. It includes raised numbers that can be tipped in a variety of colors to support your branding.

Flat Plastics

Our flat cards enable credit unions to engage members with "new look" credit, debit and ATM cards that allow for graphic design and personalization in both vertical and horizontal orientations.

- Flat cards contain no raised (or embossed) personalization features and can be produced on the credit union's custom card stock.
- Flat cards cannot be used with the Digital Plastics or Design Your Own Cards customization options.