

# GIFT CARD SOLUTION

[www.transysa.com/Panama\\_en/gift.shtml](http://www.transysa.com/Panama_en/gift.shtml)

## Gift Card Solution

Paper gift certificates are a thing of the past! Gift cards have become one of the most popular holiday gifts among Americans for the past few years, and more countries are integrating this trend into their lifestyles.

Transysa's Gift Card Program provides businesses with the best customized solution to meet all of their needs, offering them more features and functionalities than any other program.

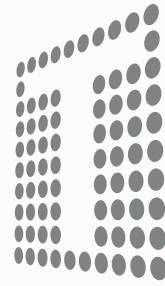
Whether you are a large, mid-sized business or have a franchise operation, we have the right solution for you. Our solution delivers a secure and easy-to-use program, which supports your marketing and business strategies.

This program allows companies to choose from one of our two categories: closed-loop and open-loop. Closed-loop cards can only be used for the issuers' products or for other limited purposes in limited locations. Open-loop cards are more widely accepted and can be either non-branded or branded with an association's logo. They can be used to make purchases anywhere the brand is accepted.

With our Gift Card Solution we will help you improve your marketing strategies and inspire a greater purchasing activity through our flexible programs.

## Gift Card's Uses

- Holiday and special occasions
- Marketing programs
- Promotional mailings
- Rebates
- Merchandise returns
- Corporate gifts



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### Company's Benefits

- Increase sales and revenues
- Increase brand awareness
- Control over limits
- Ability to add more rewards to an existing card

### Features

- Fixed-value mag-strip card
- Expiration date or non expiration date
- Open/Close-loop functionality
- Real-time transaction processing



**Fig. 01** - Generic Card

## TRANSYSA

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