

INNOVATION

CUSTOMER LOYALTY

Loyalty programs build your brand every time a customer uses his loyalty card or key tag. The right incentives built around loyalty programs can bring in new customers and encourage existing customers to purchase more products per visit, and shop more often. All of this contributes dramatically to growing same store sales, reinforcing your brand identity and market position – giving you an edge over the competition.

CREATE BRAND LOYALTY AND ENSURE CUSTOMER RETENTION

Loyalty programs provide valuable insight, which allows the retailer to deliver a unique shopping experience based on customer preferences. Retailers can register customers, track spending and purchase patterns, and offer incentives to reward customer loyalty. Tiered pricing and points systems reward loyal customers with an array of benefits including gift cards, special events or special discounts at set intervals of spend or points levels.



PUT YOUR DISTINCT MARK ON YOUR LOYALTY PROGRAMS WITH VANGUARD

With VANGUARD's "Instant Issue" products, your customers can use their loyalty cards or key tags immediately after sign-up. The DataGuard Security System™ prevents duplication of numbers in the enrollment process. With our patented attached label design, enrollment is fast, easy and error-free!

EXPERIENCE THE VANGUARD DIFFERENCE:

- High-quality printing with durable Teslin® construction
- Extensive collection of product forms – 200 and counting
- Proven track record of innovation and expertise since 1987
- Products incorporate bar code, magnetic stripe and RFID technologies to work with your POS system



FORM FACTOR OPTIONS:

- Single cards, key tags or combos: Key Tag Pak™, Short Pak™ and Family Pak™
- Patented combination mailer incorporating promotional messages with the card
- Loyalty card with an application form for streamlining the enrollment process
- Mailers/applications scored, perforated or folded in numerous configurations

VANGUARD can help you develop the card program that's right for your business and tailored to your customers' needs. Our loyalty products support your program goals with unique and attractive pieces that incorporate custom artwork and data. The end result – professionally designed cards and key tags produced in vibrant, long-lasting colors that are an impressive reflection of your brand.

CUSTOMER LOYALTY BENEFITS:

- Improve customer retention
- Generate additional revenues from customer base
- Attract new customers through "word of mouth" marketing
- Build a stronger brand identity and gain a competitive advantage
- Increase profitability and grow market share

