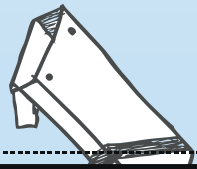


UNITED KINGDOM



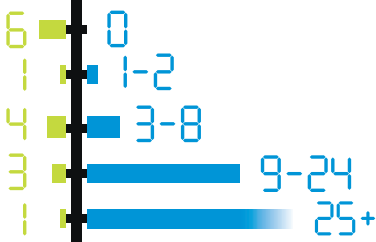
MERCHANT TYPES

- DEPARTMENT STORES DISCOUNT RETAILERS
- DRUG / HEALTH / BEAUTY BOOKSTORE
- SPORTING GOODS



MERCHANTS

CARD DESIGNS



SEVERAL HAVE A FEW, AND A FEW HAVE MANY.

NOTABLE PACKAGING & ACCESSORIES

ZERO notable packaging

Several cards had paper v-fold carriers free of charge

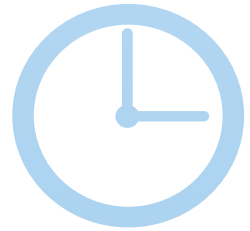
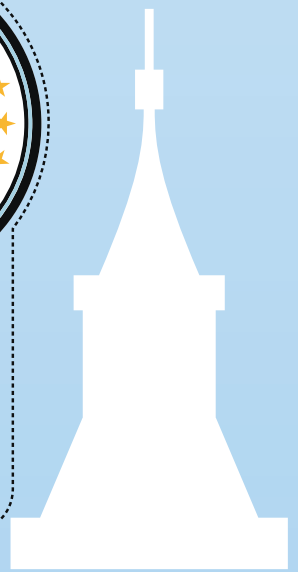


CARD CONSTRUCTION

PERCENT OF TOTAL

2013

Standard 4/1 PVC	84%
Foil (full face or spot)	4
Matte (full face or spot)	3
Pearl	2
Raised Surface Texture	3
Die Cut	2
Paper (solid or overlay)	0
Glitter	0
Lenticular	0
Clear Card	0
WOW (toys, coins, foam)	0
Wood / Flocked / Scented	0



GIFT CARD MALLS

5 LOCATIONS WITH 3RD PARTY MALLS



LOYALTY SANS GIFT

27% merchants visited had a loyalty program, but NO gift card program

MULTIPACKS

3 CARD MULTIPACKS PREVALENT

