

NEW!

# Combat Gift Card Fraud with ConceaLabel™

Proprietary label solutions designed to reduce gift card fraud, exclusively available from CPS Cards



**FRAUD.** IT KEEPS RETAILERS UP AT NIGHT. BUT NOW THERE'S A WAY TO CONFRONT IT HEAD-ON. CPS CARDS INTRODUCES **CONCEALABEL**, A UNIQUE AND AFFORDABLE SUITE OF LABEL SOLUTIONS DESIGNED TO HELP RETAILERS MASK SENSITIVE DATA DURING GIFT CARD PRODUCTION, STORAGE AND DISPLAY.

## About

ConceaLabel products are designed to combat fraudulent tactics currently being used to steal gift card data. Unlike other fraud deterrent products available on the market today, ConceaLabel products are constructed using dual-ply label technology. The visible top-ply label is printed with the card's activation number, while the redemption number is hidden on the second label underneath. This double label system allows associates to quickly identify gift card tampering and helps to steer criminals away from stealing card data.

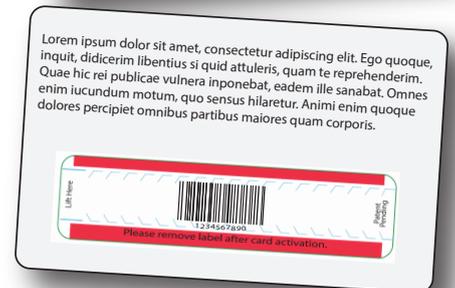
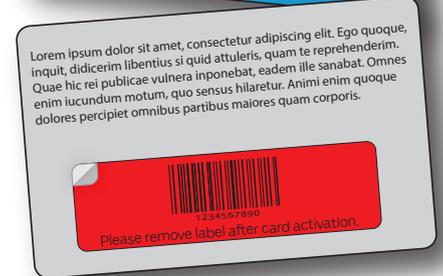
## The Benefits

- **First-of-its-kind security label** that protects card data as well as, or better than, other fraud-prevention methods currently available on the market
- Provides a critical layer of defense against theft and counterfeit fraud; **masks sensitive data from production through storage and in-store display**
- A **cost-effective solution** that does not require new or secure carrier packaging; multiple price points provide options to fit your budget
- Requires **minimal associate training** to be highly effective; hinders both internal and external theft
- **Reduces revenue lost** to theft; reduces employee time lost to tracking and investigating fraud
- Protects the cardholder and your brand's reputation
- **Instills confidence in your brand** and ensures a **positive consumer experience** at redemption
- Aids in **growing your gift card program** by eliminating barriers to success

# ConceaLabel Fraud Prevention Products

**Our ConceaLabel product line includes several label configurations, designed for varying levels of security and price points. Features include:**

-  Dual-ply labels that conceal the card redemption code until after purchase
-  Color treatments to hinder thieves when trying to photocopy data
-  Tamper evident designs that quickly alert both consumers and associates when the card has been compromised
-  Permanent adhesives that prevent successful tampering
-  From basic coverage to maximum security options
-  Option to include brand or promotional messaging within the label
-  Standard label sizes available with ability to customize size based on your needs



To learn more about ConceaLabel, please contact CPS Cards at 888.817.8121 or [sales@cpscards.com](mailto:sales@cpscards.com)