



BRANCH REFERENCE GUIDE:

NEW DELUXE CHECK PACKAGING

OVERVIEW — USPS CHANGE CALLS FOR NEW PACKAGING APPROACH

To avoid significantly higher delivery costs for financial institutions and their consumers, Deluxe has designed a new check package to comply with new U.S. Postal Service (USPS) automated bulk mail requirements. This means a flatter, more streamlined package — one that allows for automated processing through the postal system while still offering the quality and security that your account holders expect from Deluxe.

TIMING — WHAT TO EXPECT AND WHEN

The new packaging will be phased in on a plant-by-plant basis, so consumers can expect to see the new package in August or September.

BENEFITS — HOW THE NEW PACKAGE STACKS UP

Working closely with the USPS, Deluxe developed a new package that has the following important features and benefits:

- Rigid enough to be processed through the postal system's automated equipment
- Flexible enough to securely fit in a variety of mail receptacles
- No more than 3/4" thick
- Includes easy-to-assemble check storage box



SCRIPTING — HOW TO COMMUNICATE WITH ACCOUNT HOLDERS

When opening a new account, you may wish to use the following talking points to help guide your discussion:

“Just to let you know, our check supplier, Deluxe, is changing its packaging for personal checks. The postal service recently changed bulk mail requirements that would have raised delivery rates significantly, so Deluxe created a flatter, more streamlined package that is more cost-effective.”

“The new packaging will be phased in beginning in late summer, so you may see the new package with this order — or it may not be used until your next reorder. In any case, the new package will come in a blue outer wrap rather than the familiar cardboard carton. The package contains an easy-to-assemble box so you can continue to store your checks conveniently.”

FAQ

ANSWERS TO QUESTIONS YOUR ACCOUNT HOLDERS MAY HAVE



Q. WHY IS THE PACKAGE CHANGING?

A. Deluxe developed this new check packaging to accommodate new postal automation and keep delivery costs to a minimum.

Q. WHAT IS THE NEW PACKAGE LIKE?

A. Rather than a cardboard outer carton with the check box inside, your checks will now come in a blue outer wrap. Inside the package is a flat, easy-to-assemble storage box designed to hold your checks. Just remember to put the check fillers in the box in sequential order.

Q. CAN I REQUEST THE OLD BOX?

A. Actually, the new inner storage box is very similar to the old box, once it's assembled. So, there isn't a need to request the old box.

Q. HOW DOES THIS BENEFIT ME?

A. The new packaging helps keep delivery costs to a minimum. The new package was developed with input from financial institutions and consumers about what was important to them, so it continues to deliver the same security and quality you've come to expect.

Q. WILL THE CHECKS I JUST ORDERED COME WITH THIS NEW PACKAGING?

A. You may see the new package with this order — or it may be used with your next reorder. All check orders will come with the new packaging in September.

Q. WHAT IF I HAVE QUESTIONS?

A. Deluxe has a toll-free number you can call for more information. It is 877-984-4146. Or you can email Deluxe at feedback@deluxe.com

