



The complete
gift voucher solution

Designed increase retailer revenues and customer loyalty, but most importantly reduce losses through fraudulent copying.

call 08445 766 770

Kalamazoo has been providing business solutions to retailers for over 100 years.

We understand that gift vouchers are a cost effective and efficient way of building a brand and developing customer loyalty. Vouchers provide an up-front revenue stream and encourage increased spending as they are often used as part payment for goods of a higher value. Our range of security gift voucher solutions, whether paper based or gift card are designed to increase retailer revenues and customer loyalty, but most importantly reduce losses through fraudulent copying.

Gift voucher solutions are also a direct representation of a retailer's image and should reflect the brand values accordingly.

Our expertise in security print and in-house design talent, mean that we can combine the highest levels of security protection features within the vouchers, while working to your creative brief and corporate guidelines. We can even create bespoke voucher solutions and provide a total design and pre-press service using the very latest software from Quark Xpress and Adobe.

Our Capabilities

Our in-house capabilities boast the latest printing, off-line foiling and converting equipment. This allows us to apply holograms and metallic foil in-line, ensuring that our customers receive the most flexible, cost effective solution to their voucher needs.



At Kalamazoo, we understand the importance of a fast turnaround. Deliveries of your order can be made to your deadlines and to multiple locations.

And as an C&CCC (Cheque & Credit Clearing Company*) accredited cheque printer, you can be assured that your vouchers are kept in a secure environment throughout the design and print process. Kalamazoo provides highly secure caged storage areas with 24 hr security patrol and extensive CCTV.



* The Cheque & Credit Clearing Company was formerly known as the Association for Payment Clearing Services (APACS)

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Gift Vouchers

Vouchers are high on the list for forgeries because of their monetary value. As gift vouchers can have a high face value they are prime targets for fraudsters. Kalamazoo understands that the best way to beat the fraudsters is to integrate specialist security features that make it virtually impossible to replicate them and easier to differentiate duplicates.

Many vouchers in circulation are poorly designed with inadequate security features. Counterfeiting of security documents like vouchers has expanded in recent years as a result of the availability of the latest inexpensive, hi-tech equipment. Scanners, copiers and graphics software have made it easier for counterfeiters to make copies of vouchers that do not incorporate adequate levels of security.

Kalamazoo has many years experience in securely producing cheques that are approved by the APACS accreditation scheme, and it is this expertise that we apply to our voucher designs. Anti-photocopying technology, thermochromic inks, watermarked paper, sequential numbering and holographic foils are just some of the specialist security features that can be incorporated into your vouchers to ensure protection against fraud.

At Kalamazoo we provide the complete solution including numbering, stitching into books if required, pick, pack and despatch to your requirements and finally, a redemption service.

Gift Card Solutions

Gift cards are the latest generation solution available from Kalamazoo. Activated at the time of purchase, gift cards offer both speed and efficiency for retailers

Gift cards can form part of your POS merchandising, generating more sales while giving the customer a greater sense of security. Value may be added or recharged to the gift card, encouraging repeat business.

Gift cards can be used to track purchases, giving retailers the opportunity to personalise marketing and promotional information based on the customer's preference.



Case Study New Look

With over 500 stores nationwide, New Look is the fourth largest women's fashion retailer in the UK. New Look's ability to deliver the most up-to-date fashion trends in clothing, accessories, footwear and menswear has made it "...one of the great success stories of the British High Street."

Daily Telegraph

Kalamazoo Secure Solutions have a long standing relationship with New Look, and supply them with more than 3 million gift vouchers in a variety of denominations each year.

"When we engaged Kalamazoo to produce our gift vouchers, we felt confident that they understood our business and the importance we place on security and design. What impressed us the most was that the covert nature of some of the security features in our vouchers ensured that the overall design of the voucher was not compromised."

Kalamazoo understands our business and as experts in security print, was able to meet our new design requirements and advise us on the appropriate selection of security features for our vouchers.

**Raquel Cubillo,
New Look**



Advanced fraud prevention techniques...



Foiling
Using a metal foil to show a symbol, company name or denomination can raise the perceived value of the voucher and make it difficult to replicate.

Security Background Design
An intricate fine line pattern (guilloche) protects critical areas of the voucher and can enable easy detection of alteration.

Hologram
A hologram cannot be photocopied or reproduced accurately. The fraudulent copy will not refract the light.

CBS1 Watermarked Paper
Allows easy identification of an authentic voucher. The watermark and ultra violet dull paper cannot be easily replicated. Changes to a light brown colour when attacked by acids, alkalis, bleach & organic solvents.

Microtext
A minute font size is used which can only be viewed through a magnifying glass. If the voucher is photocopied, the text will blur rendering the message unrecognisable.

Thermochromic Ink
Ink disappears when heat is applied leaving a blank circle on genuine vouchers.

Sequential Numbering
Gives clear audit trail at the point of redemption, allowing the clearing house to allocate redeemed vouchers and those outstanding.

Copyvoid™
Kalamazoo's patented deterrent against photocopying, showing the word 'VOID' on a photocopied voucher.

Invisible Ultra Violet Ink
Under UV light, a previously invisible image will appear easily identifying an authentic voucher. This is created as an intricate fine line pattern for maximum protection.

Invisible Sequential Numbering
Matched to the visible sequential numbering for additional protection. Authenticity can easily be checked by cross referencing the visible and invisible numbering.

Barcodes
Used at the point of sale to avoid the denomination being recorded incorrectly, and to assist in the streamlining of voucher issuing and redemption.

Coloured Centre Paper
Can be used to give instant authentication of a genuine voucher, by tearing the voucher to reveal the colour hidden in the centre of the paper.