



Maximize sales. Increase customer loyalty. Build your business.

Castle Building Centres and Moneris Solutions® are pleased to offer the Castle gift card program.



Looking for new ways to increase revenue? Do you want to encourage repeat customer visits? Want to increase your competitiveness in the marketplace? Well, you can achieve all this and more by investing in Moneris' gift card program.

Gift cards are perfect for businesses like yours, whether you're established or just getting started. They present a cost-effective way of encouraging repeat visits and attracting new customers. Also, many customers will most likely spend more than the initial face value loaded on the gift card which translates into increased sales for you.

Gift cards make good business sense. Not only are they one of the fastest growing trends in today's marketplace, they are also a great source of advertising and brand recognition as your logo or business name is prominently displayed on top of the card.

Benefits of a gift card program:

- **Flexibility** – Let customers decide on the amount they wish to load onto the gift card (from \$1 to \$1,000¹).
- **Reduce Fraud** – Gift cards have enhanced security, and have no value until activated by staff at the time of purchase.
- **Gain New Customers** – Customers who purchase a gift card for a friend or loved one are recommending your business and introducing a new customer to your store.
- **Increase Sales** – Over 31% of customers spend more than the initial face value loaded on the Castle gift card².
- **New Merchandise** – Attract new customers and increase impulse purchases by prominently displaying gift cards at the point-of-sale and around your store.
- **Powerful Promotion Tool** – Offer gift cards to reward top customers (i.e. receive a \$10 gift card for every purchase you make over \$200).

Utilize existing Moneris terminals and **PAY JUST \$0.90³** per gift card activation. Castle Building Centres provides the gift cards to you at no cost!

Existing Moneris merchant:

☐ I'm already a Moneris merchant and would like to take advantage of the Castle Building Centre Gift Card Program.

My Moneris Merchant Number: _____

Name: _____

Telephone No: _____ Fax No: _____

Signature: _____

New Moneris Solutions Merchant:

☐ I am not a Moneris merchant but would like to realize benefits of the Castle Building Centre Gift Card Program.

☐ I would like to become a Moneris Solutions merchant to take advantage of the Preferred Merchant Program.

Name: _____ Merchant Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone No: _____ Fax No: _____

E-mail Address: _____

Signature: _____

Chain No: **0030600009907** Fax Back To: **1-905-564-6592 attention: Cynthia**

Moneris makes card payment processing simple and secure.

Moneris Solutions is North America's leading processor of debit and credit card payment processing, for businesses of any size to accept card payments from their customers. Moneris offers a 'single point of contact' for VISA®, MasterCard®, American Express®, Discover®, Interac™, and offers point-of-sale (POS) equipment and solutions – from in-store pin pads and terminals to mobile, wireless to e-commerce.

Why Partner with Moneris?

- ✓ **Competitive Visa, MasterCard, Discover and debit card rates**
With Moneris, we can help you save on your card payment processing with great low rates.
- ✓ **24/7/365 service and support**
English and French service representatives are available to provide you with assistance, whenever you need help.
- ✓ **Deposit flexibility**
Deposit the proceeds of your card transactions directly into any Canadian bank or credit union business account.
- ✓ **Platform for growth**
Moneris continually invests in new technology to support changes in the marketplace and your growing business.
- ✓ **Reliability**
We have one of the most reliable payment processing systems, helping to ensure that your cash flow is not interrupted.
- ✓ **Small business gift card program**
A customized gift card program is an easy and cost effective way to increase sales and attract new customers.
- ✓ **The latest POS technology**
Our POS solutions utilize the latest communication options.
- ✓ **Proudly Canadian**
We are Canadian owned and operated.



HiSpeed Solutions



Long Range Mobile



Short Range Mobile



Virtual POS



Gift Cards

¹ Maximum reload value per transaction is \$250, up to a maximum card balance of \$1000.

² Moneris Small Business gift card program data, October 2012.

³ Other fees may apply as per your Agreements (defined below). All offers are subject to change, withdrawal or cancellation at any time. Offer is available only to merchants locations in Canada. New merchants may be subject to approval by Moneris® Solutions Corporation ("Moneris") and Moneris is under no obligation to approve a merchant for card processing or other services and reserves the right to determine a qualified merchant in accordance with its credit adjudication and other policies and procedures. Following satisfactory internal Moneris approval, merchants will be required to, and agree to be bound by, the terms and conditions under the merchant and/or gift card processing agreement(s) and/or other agreement(s) with Moneris (individually, the "Agreement" and collectively, the "Agreements").

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