



# — Full Color Custom Smart Cards and Magnetic Stripe Cards —

ESD Can Customize Cards with a Unique and Distinctive Full Color Logo to Include Graphic Designs, Location, and Contact Information

ESD can provide both Custom Smart Cards and Custom Mag Stripe Cards. Custom cards will offer operators the opportunity to take maximum marketing advantage of their card system by circulating cards that display their distinctive brand. Logos might contain specialized graphic designs, location address, phone number, or other relevant information.

Custom SmartCards - 12-000-XXX  
Custom Mag Cards - 12-XXX-014

All custom cards are encrypted with a unique license number which is assigned to a specific owner for a specific location(s). Only the assignee of the license number can purchase cards for a specific site code.

Custom Mag Stripe cards have an Electric Serial Number (ESN) written to the card; when inserted into a VTM the first time, the (ESN) will be entered into the database on an on-site server, or a server in the cloud where all future transactions will be stored.



Prices and Specifications  
Are Subject to Change Without Notice.

ESD Electronic Payment Systems  
Payment Systems For the World

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# Guidelines for Ordering Cards

## CUSTOM GRAPHICS

1. If customers furnish ESD with camera-ready finished artwork there will be a one-time setup charge of \$350.
2. If customers choose to have ESD's graphic arts department provide a total card design, the minimum price including setup fee, is \$500. The total cost will be determined by the designs complexity and cost estimates will be given in advance of performing the work. All designs and artwork created by ESD remain the exclusive property of ESD.
3. Vanilla Cards and ESD MoneyCards are available as generic cards.
  - a. For Vanilla Cards only...
    - i. Address can be printed on one side in black ink
    - ii. Text can be printed on one side in black
    - iii. Text can be printed on one side in up to four colors
    - iv. No bleeds are available on Vanilla Cards when using this printing option.

## PROOFS

All designs require press proofs and the Buyer's written approval before production runs will be made.

## COLOR MATCHING

Colors will be matched within reasonable commercial variations.

## MINIMUM QUANTITIES

Card Quantities specified on the ESD Price List are for the production of one complete shipment to a single destination with up to two license numbers, unless otherwise specified. Quantity variations of plus or minus 10% shall constitute an acceptable delivery for custom-manufactured cards.

## CUSTOMER'S INSPECTION

All cards will be formatted with a unique site code before shipment. Customers shall inspect the Cards immediately upon arrival at the Customer's facility. Customer is required to notify ESD within five (5) days following inspection of the Cards if any Cards are to be rejected and the reasons for the rejection. Failure to notify ESD as specified will be deemed to be acceptance by the Customer and Customer will waive any future rights to reject the Cards.

## DELIVERY TIME

When ordering ESD Custom Graphics Cards allow eight to twelve weeks for delivery of ESD Custom Graphics Cards. This time period will include initial artwork and color approval, set up and printing; allow six to eight weeks for reorders.

Allow from one to two weeks for the delivery of all other cards. All delivery or shipment dates are estimates only.

## DELIVERY CHARGES

All Card pricing is FOB ESD's production facility and all freight charges will be invoiced to, or pre-paid by Customer.

## DELIVERY LIABILITY

ESD's liability for shipment and delivery of Cards ceases upon release of Cards to the shipping company at which time risk of loss shall pass to Customer. Unless otherwise specified by the Customer; shipments will be insured to full value and consigned specifically to an authorized party; a signature indicating receipt of shipment will be required. Unless otherwise specified, shipper will be United Parcel Service (UPS) Ground.

## WARRANTIES

Except as expressly stated herein, ESD makes no warranties express or implied, with respect to the Smart Cards that it manufactures, however under normal and proper use, ESD Smart Cards will be free from defects in material and workmanship. If a Customer should experience an "out of the box" failure, ESD may elect to replace the defective cards. Cards must be returned to ESD accompanied by an authorized Return Goods Authorization (RGA). Cards must be shipped in the original or equivalent packaging. Customers must prepay inbound shipping charges, insure and accept all risk of loss or damage due to shipping and accept the replacement cards, freight collect. Under no circumstances will warranty replacement include failure due to external causes including accident, abuse, or misuse of the card.

## LIMITATION OF LIABILITY

ESD's total liability for any loss and/or damages from any cause whatsoever, shall never exceed the total cost of the cards.

ESD hereby disclaims any liability to the customer or any other third party for damages resulting from corruption of data, loss of use, loss of revenue, loss of profit, loss or damage to goodwill, or loss of business, arising in connection with the sale or use of ESD smart cards.

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