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CPS Cards Launches ConcealLabel™ to Help Retailers Combat Gift Card Fraud

Leading-edge label solution helps merchants grow gift card revenue despite recent rise in fraud

Allentown, PA – July 18, 2017 – CPS Cards, a leading provider of integrated card solutions, announces the launch of ConcealLabel™, a patent-pending suite of label solutions designed to prevent gift card fraud.

“We are excited to bring this product to market for our retail customers who are in need of a more effective fraud prevention solution today,” said Jim Cooney, president of CPS Cards. “Gift card fraud has been on the rise in recent years, so we developed ConcealLabel to better ensure both retailers and consumers that gift cards are safe from tampering. ConcealLabel is a cost effective solution that will make thieves think twice before trying to steal gift card data.”

Using dual-ply label technology, ConcealLabel masks sensitive gift card data during production, storage and in-store display. A visible top-ply label is imaged with the card’s activation code, while the redemption code is hidden on a second label underneath. This double label system, exclusively from CPS Cards, employs visual indicators that immediately alert both consumers and associates of any card tampering prior to purchase.

ConcealLabel is available in multiple configurations aimed to meet merchants’ security and budgetary requirements. The labels’ adhesive strength, color treatment and method of release vary for each product in the line, which allows merchants to select the best solution for their gift card program. ConcealLabel also helps to provide consumers with a positive gifting experience and instills confidence in retail brands, which can lead to increased revenue from gift card programs.

To learn more about ConcealLabel, visit the CPS Cards website at www.cpscards.com/concealabel or email CPS at sales@cpscards.com.

About CPS Cards

CPS Cards is an integrated card solutions provider that specializes in streamlining the entire card production process – from printing and personalization to packaging and fulfillment. With production facilities in Allentown, Pa. and Chicago, Ill., CPS Cards produces more than 400 million cards annually for a wide range of customers, including national retailers, membership organizations, direct mail companies and healthcare organizations. For more than 19 years, CPS Cards has served the needs of both channel partners and direct clients. As a single-source solution provider, they help clients save time and money, and eliminate challenges that arise when dealing with multiple vendors. For more about CPS Cards, visit: www.cpscards.com.

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