



Specialty Packaging

Market your cards with style and purpose

Taylor can help protect your brand and customer experiences while maintaining a creative edge that will get you noticed. By offering three levels of specialty packaging, we can tailor our solutions to fit your specific needs. We can help your product stand out with a full range of solutions from simple elegance to secure, tamper-evident packaging.

Card on Carrier

The card on carrier approach is a familiar choice for many gift cards in the marketplace. It's a cost-effective and compact solution for optimizing counter space at the point of sale or in a third-party mall.

- Single-panel layout
- Easy activation options
- Compact solution
- Scratch-off over PIN for added security
- Cost-effective construction

Card Wrap

The card wrap provides additional coverage of the card itself. Contained in a two- or three-panel layout and sealed, the card wrap is an attractive solution with greater surface area for your brand design.

- Multi-panel layout
- Larger branding surface area
- Ability to use a more generic or multipurpose card — only the outer wrap is visible in-store

Secure Pack

Perfect for both open loop and high-value closed loop cards, secure packs include several unique security features that create highly visible evidence of tampering prior to purchase.

- Multi-panel concepts
- Inner security slits
- Perforated tear strips
- Barcode window for scan activation
- Mag stripe on package for swipe activation
- Foil or spot foil capabilities
- Scratch-offs and security labels