

# Food for Thought



60% - 70% of your commercial customers are *NOT* buying their checks from your primary vendor.



## Safeguard's Solution

Refer your commercial check customers to Safeguard and capture the fee income you are losing today.

## Why choose Safeguard as your secondary check vendor

- **Fee income from all orders** — new and repeat. Our repeat rate is more than 80%.
- **More potential fee income** — breadth of Safeguard product line in addition to checks: corporate apparel, promotional items, business stationery and more
- **State-of-the-art check security** — thermochromic (heat-sensitive) ink standard on all check stock
- **Quality of the customer experience** — Knowledgeable, local distributors delivering a 100% Satisfaction Guarantee
- **Size and quality of Distributor network** — large national footprint and an average individual distributor tenure of 15 years
- **Professional, well-developed bank referral program** — monthly reporting, point-of-sale collateral, and a variety of marketing opportunities

For more information, call Safeguard at 866-827-1976.