



Meridianone

Deluxe Overview

Deluxe Overview



At Deluxe we strive to be an indispensable partner to the small businesses and financial institutions we serve. Our goal is to provide customers with the products, services and advice they need to help them achieve success.

Deluxe Facts:

- More than one third of our revenue now comes from outside our core personal checks, business checks and business forms products.
- We have 4.5 million active small business customers
- We've hosted more than 730,000 websites for individuals and businesses
- We are rapidly expanding into Europe and South America through our Hostopia acquisition and e-commerce operations

The Deluxe Umbrella

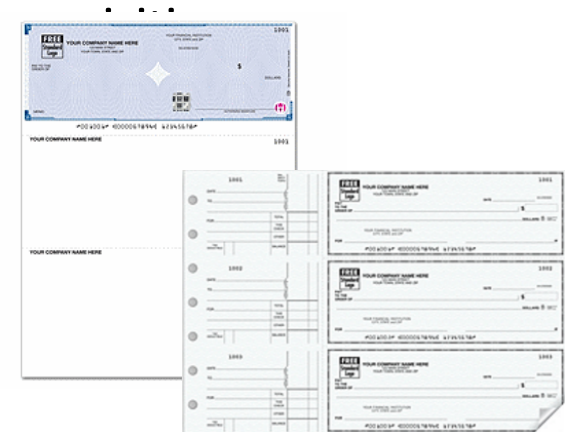


Product Mix



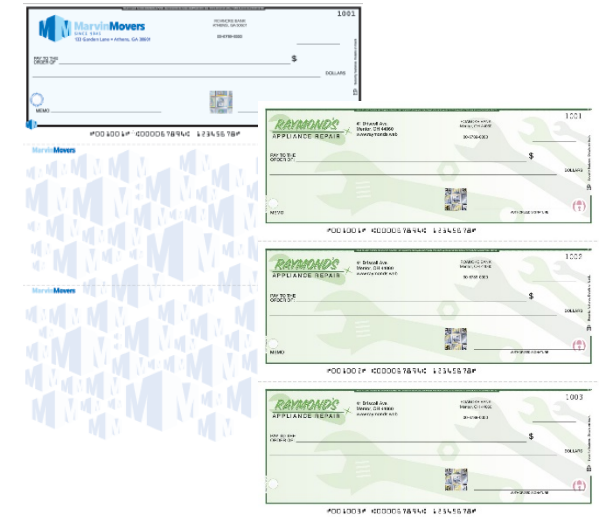
Business Checks/Cheques

- Deluxe is the largest check provider in North America
 - For over 100 years
- Why you should promote Deluxe checks/cheques
 - Millions of small businesses still rely on paper checks
 - The majority of Deluxe 4.5 million customers come through check
 - Widest selection of check products in the market
 - Computer laser, manual and custom options
 - The most secure checks on the market
 - Pricing strategy – generally on the higher priced side
 - Premium product
 - Customers rarely shop for checks based on price



Business Checks/Cheques

- Specific verticals
 - Any and all small business regardless of industry
 - Contractors
 - Hospitality
 - Automotive
 - Professional services
- Specific Uses
 - To make payments
 - Employees
 - Contractors
 - Vendors
 - Etc.
- Competition
 - Harland Clarke
 - Staples
 - OfficeMax/Office Depot
 - Wal-Mart



Emailable Checks

- What is an eCheck?

- A regular check that is created online or within common accounting software
- It is delivered via a secure link within an email
- Looks and cashes just like a regular check

- Why you should promote Deluxe eChecks

- Small businesses need checks
- Fastest, most secure business payment option on the market
 - #1 source of check fraud is checks being taken out of the mail
- 80% of SBs fail because they can't manage their cash flow properly
 - eChecks allows them to do this in real time
- Cost savings
- Allows for mobile payments



BUSINESS REQUIREMENTS FOR A PAYMENT METHOD	Checks 	Cash 	Cards 	Wire 	ACH 
Does not require fundamental change in current AP processes.	✓	✓			
Payment method must be broadly accepted.	✓	✓	✓	✓	✓
Payment immediacy.	✓ eChecks only	✓	✓		✓
Robust remittance data can be attached and sent with payment.	✓				
No Recipient signup/membership required.	✓	✓			
No additional Recipient fees.	✓	✓			
Recipient does not have to provide sensitive banking data.	✓	✓	✓		
Simple implementation.	✓				
Secure - considered table stakes.	✓	✓	✓	✓	✓
Endorsed by trusted name(s).	✓	✓	✓	✓	✓

Emailable Checks

- Specific verticals

- Any and all small business regardless of industry
- Construction
- Hospitality
- Automotive
- Notaries

- Specific Uses

- To make payments
 - Employees
 - Contractors
 - Vendors
 - Etc.
- Manage cash flow

- Competition

- Deluxe is the only company that carries this type of product
- PayPal and Venmo both require the other party to have the application
- PayPal has an eCheck option but requires the receivers routing and account information

Payroll US



- Since 1983 Payce has been an industry leader in providing professional payroll, HR and tax services with a personal touch
- Why you should promote Deluxe payroll
 - SB saves up to 40% on average by switching to Payce
 - One-stop solution for payroll and HR solutions
 - Huge time savings for SB
 - 1-1 dedicated support for the SB
 - Very few associations offer a payroll service
 - 30 day free trail

Payroll US

- Specific verticals

- Hospitality
- Healthcare
- Property management
- Franchise
- Contractors

- Specific Uses

- Track time and attendance
- POS integration
- HR and compliance
- Employee onboarding

- Competition

- Under 25 employees
 - QuickBooks
 - CPA/Bookkeeper
 - Sure Payroll
- Over 25 employees
 - Paychex
 - ADP

Banking Products

- What's included?
 - Deposit slips
 - Deposit bags
 - Stamps
 - Security pens
- Why you should promote Deluxe banking products
 - SBs need these products to manage their finances
 - They are companion products to checks
 - If you issue a check you generally will use a deposit slip
 - Allows SB to securely handle their money
 - Necessary products to manage cash flow



Banking Products

- Specific verticals

- Contractors
- Automotive
- Legal
- Dental/medical
- Retail

- Specific Uses

- Managing cash flow
- Depositing cash
- Imprinting banking information

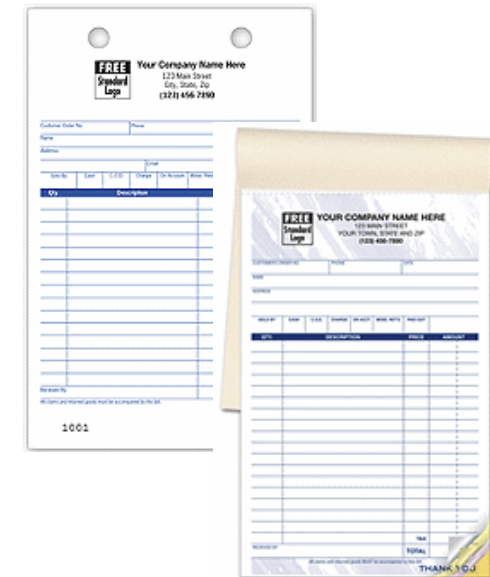
- Competition

- Staples
 - Reselling Deluxe
- OfficeMax/Depot
- Wal-Mart



Business Forms

- What's included?
 - Sales forms
 - Contractor work orders & invoices
 - Tax forms
 - Invoices & accountant statements
 - Custom
- Why you should promote Deluxe forms
 - Necessary product to run the business
 - Widest selection in the industry
 - Complete customization options for any business need



Business Forms

- Specific verticals

- Contractors
- Automotive
- Accountants
- Dental/medical
- Retail
- Hospitality

- Specific Uses

- Record keeping
- Tax purposes
- Day-to-day operations
- Taking orders

- Competition

- Staples
- OfficeMax/Depot
- Wal-Mart
- Adams

Maintenance Made Easy
A job done right is a customer for life.
100 BERRY STREET • ANY TOWN, USA 00000
555.555.1234 • www.MaintenanceMadeEasy.com

PROPOSAL / AGREEMENT

Customer Name: _____
Address: _____
City/State/Zip: _____
Phone: _____
Email: _____

Service Description: _____
Start Date: _____
End Date: _____

ITEM	DESCRIPTION	QTY	UNIT PRICE	TOTAL
1	Plumbing Service			
2	Electrical Service			
3	Painting			
4	Landscaping			
5	Roofing			
6	Drainage			
7	Foundation			
8	Decking			
9	Other			
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\$200 **SAVE \$200 on your next improvement!**
Call 555.555.1234 today!

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400 South Street • Anytown, USA 00000
Phone 555.555.1234 • Fax 555.555.1235

1001

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Promotional & Apparel

- What's included?
 - Branded apparel (hats, shirts, etc.)
 - Drinkware
 - Writing products (pens, pencils)
 - [Much, much more....](#)
- Why you want to promote Deluxe promo & apparel
 - SBs need these products to promote their business
 - Promo items help keep the business in front of the consume
 - Widest selection of P&A products in the industry
 - Over 20k products
 - Award winning website



Promotional & Apparel

- Specific verticals

- Education
- Healthcare
- Government
- Non-profits

- Specific Uses

- Giveaways
 - Tradeshows
 - Clients
 - Corporate functions
- Wearable marketing
- Education
 - Uniforms
 - Writing utensils

- Competition

- 4imprint
- Empire Promos
- Branders
- Pinnacle



Full Color Print



- What's included?
 - Stationery
 - Brochures
 - Postcards
 - [Much more...](#)
- Why you should promote full color/colour print from Deluxe
 - SBs need print marketing to help brand themselves to acquire and retain customers
 - Large array of quality products for multiple uses and verticals
 - Quick turnaround and shipping options
 - Short run quantities on many products



Full Color Print

- Specific verticals

- Retail
- Contractor
- Automotive
- Real estate
- Hospitality

- Specific Uses

- Marketing
- Menus
- Networking
- Events
- Reminders



- Competition

- Online
 - VistaPrint
 - Uprinting
 - Gotprint
 - Overnight Prints
- Local printers



Retail Packaging

- What's included?
 - Boxes
 - Bags
 - Tissue
 - Ribbon
- Why you want to promote Deluxe retail packaging
 - Fashionable and functional way to market their business
 - Necessary products for online and physical business
 - Low minimum quantities
 - Quick turnarounds

Bags & Bows^{by DELUXE®}



Retail Packaging

- Specific verticals

- Retail
- Salons
- Jewelry
- Online
- Hospitality

- Specific Uses

- Boxes to ship product
- Bags to put product in
- Tissue and stuffing for valuable items

- Competition

- Nashville Wraps
- Paper Mart
- S Walter



Logo Design



- Since 1992 LogoMojo has been an industry leader in logo design services with over 70k happy clients
- Why you want to promo Deluxe logo design
 - Every business needs a logo
 - The logo is the most recognizable part of the business
 - Most designers have been with the company for 10+ years
 - Always custom created designs
 - No clip art
 - Customers work directly with the creative team



Logo Design

- Specific verticals

- NA – every business needs a logo

- Specific Uses

- To identify and promote the business

- Competition

- 99 Designs
- Design Hill
- Logo Joy
- DYO options



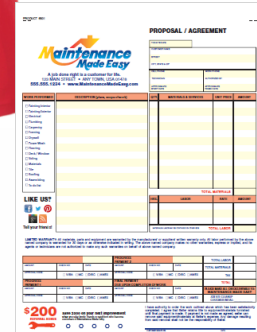
Member Discounts

First-time orders

- 50% off
 - Business checks
 - Banking products
 - Business forms
 - Business & office supplies
 - Full color
 - Logo design
- 25% off
 - Retail packaging
- 15% off
 - Promo & apparel
- 25 free
 - eChecks
- 30 days free
 - Payroll

Everyday orders

- 15% off
 - Business checks
 - Banking products
 - Business forms
 - Business & office supplies
 - Full color
 - Promo & apparel
 - Retail packaging



Member Experience

- Dedicated Deluxe-Meridian phone line
 - US and Canada separate
 - Customers will be thanked for calling into the Deluxe partnership line
- Each association will get a unique [co-branded microsite](#)
 - Standard URLs are deluxe.com/<assoc name>