

## » Welcome Pak™

The most profitable account holders are those who receive the mix of services most appropriate to their financial needs. But without the right marketing and sales resources to support this strategy, even your financial institution's most innovative products won't be successful in the marketplace.

**What if you could grow more profitable relationships right from the start with every new account holder?**

With the Deluxe Welcome Pak, you can maximize the revenue engine behind your check program and lay the groundwork for a profitable account holder relationship.

The Welcome Pak is designed for new account holders — whether they are just opening a new checking account or they are new account holders due to a conversion. It's best to provide your new account holders with a full-quantity package of checks. However, there may be times when you prefer to provide an introductory package. The Welcome Pak performs better than traditional introductory packages and is a great solution for those times.

**We need help driving profitable growth in the right way.**



### The Welcome Pak Includes:

- 20 Antique Design checks in either single or duplicate format
- 3 deposit tickets
- DeluxeSelect® easy-to-use reorder form

Reorder Rate  
after 9 months

Welcome Pak	Intro 25 Pak	Intro 50 Pak
19.71%	11.43%	0.97%

Price and product configurations are subject to change without notice.

**Contact your Deluxe Account Manager for product set up.**