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## **Deluxe's Flat Check Package and Automated Handling Deliver Economy and Security**

**Patent-pending package design and manufacturing updates make Deluxe the first to meet changing postal requirements and customer preferences**

SHOREVIEW, Minn., Oct. 2 /PRNewswire-FirstCall/ -- Deluxe Corporation is completely automating its flat check packaging and delivering a more streamlined, cost-effective and safe mailing solution to its financial institution customers. Deluxe is the first check provider to align its manufacturing process to meet changing United States Postal Service (USPS) infrastructure and guidelines.

"The check industry continues to be a key interest for financial institutions because checks are still a convenient payment option for consumers," said Pete Godich, vice president of fulfillment for Deluxe. "Deluxe is maintaining its leadership in the industry by managing costs for banks and check writers."

Deluxe worked closely with DHL and USPS to understand the potential rising costs of parcel packages like traditional check boxes. With input from its financial institution clients, Deluxe developed a new flat package design that is weather-resistant, tamper-evident, designed for efficient processing through the USPS automated equipment and flexible enough to fit in a variety of mail receptacles. It also contains a flat version of the traditional check box that users can assemble to store checks.

Deluxe has converted its manufacturing facilities to support the patent-pending, flat package model to distribute millions of check orders for financial institutions and direct customers each year.

"Deluxe continues to lead the way in innovative solutions that reduce cost and risk for our organization and our check customers," said Gail Mason, a senior vice president with U.S. Bank. "Taking a proactive move such as automated flat packaging for our checking needs is another example of why we value our long-term relationship with Deluxe."

For additional information, financial institutions can visit the Deluxe Web site, [www.deluxe.com](http://www.deluxe.com), call 877-984-4146 or contact their Deluxe account manager.

### *About Deluxe Corporation*

Deluxe Corporation is a growth engine for small businesses and financial institutions. Through its industry-leading businesses and brands, the Company helps small businesses and financial institutions attract and retain customers. The Company employs a multi-channel strategy to provide a suite of life-cycle driven solutions to its customers. In addition to its personalized printed products, the Company offers a growing suite of business

services, including logo design, payroll, web design and hosting, business networking and other web-based services to help small business grow. In the financial services industry, Deluxe sells check programs and fraud prevention, customer loyalty and retention programs to help banks build lasting relationships and grow core deposits. The Company also sells personalized checks, accessories, stored value gift cards and other services directly to consumers. For more information about Deluxe, visit <http://www.deluxe.com>.

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