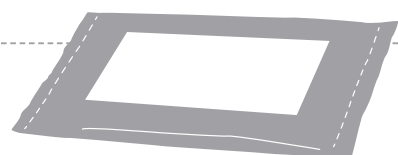


# It's just flat-out better.

The new flat package eliminates steps and costs – all while delivering the weather-resistant, tamper-evident, no-hassle packaging our customers have come to expect.

## What's Inside



- 1 Checks
  - 2 Reorder Form
  - 3 Deposit Tickets
  - 4 Check Box\*
- \* Ships flat – easily assembles into a standard box.

## The new package is flat.

Deluxe is automating its flat-check packaging and aligning its process with the new United States Postal Service Flats Sequencing System. USPS is implementing this technology across

the country to reduce cost and improve service. Working with USPS and our clients, Deluxe has developed a new flat package design to provide reduced costs and better service for your customers!

### Everything You Would Expect From Deluxe

It's a new package but we've packed everything we've learned in ninety years into it. The result is weather-resistant and tamper-evident, and even contains a traditional check box which customers can easily assemble.

### We Didn't Just Design A Package. We Improved A Process.

We not only made sure customers got what they expected, we made sure it got there intact. We considered the entire delivery chain, from automated handling equipment to multiple types of mail boxes. Then we tested it all.

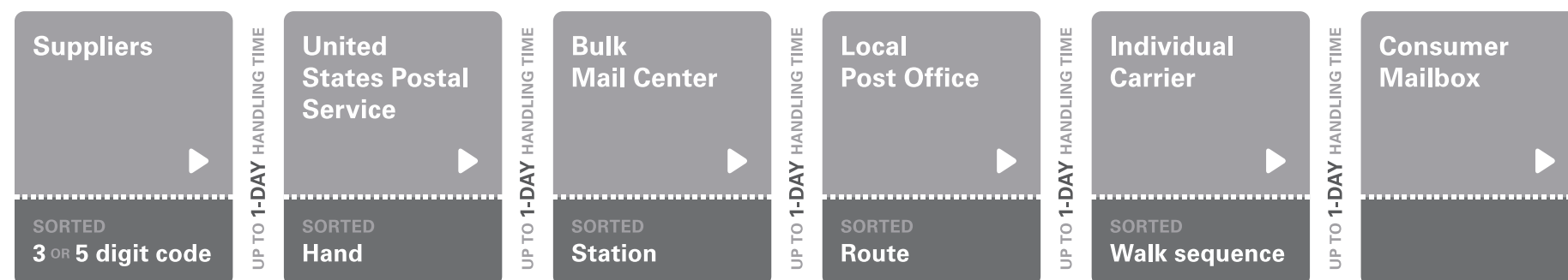
### When We Saved Steps, We Saved Money.

As you can see, the new process is simple and streamlined. And the cost savings are significant. We're able to charge customers ninety cents less per package.

### We're On Our Way

We're already reconfiguring our manufacturing facilities – so that we can take immediate advantage of this important innovation. This means better service for you and your customers!

## Here's how it used to work – The Old Parcel Method



## Our New Flats Method



“Deluxe continues to lead the way in innovative solutions that reduce cost and risk for our organization and our check customers. 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.”

Gail Mason, Senior Vice President, U.S. Bank

