

**Fraud Protection Prevents Theft – Improves Merchant Satisfaction**  
 Discover Card Turns to Vista for Kit Design, Printing, Converting and Assembly

**THE CHALLENGE**

Discover developed an important training program to help protect its merchants from fraud. The program components included an interactive DVD, printed collateral materials, and a pen sized black light. Discover asked Vista for a design that incorporated the elements of the mailing into a single package that would give the program a cohesive and attractive look and prompt recipients to engage its contents right away. At the core of the customer experience was a printed facsimile of the Discover card and its innovative security feature: A message that could only be seen with a black light. Since Discover wanted the focus to be on the program and not the package, our charge was to give this product a small, functional footprint and enough real estate to reinforce the brand name.

**THE SOLUTION**

Vista went to work gathering samples of the proposed contents and designed a clean looking package with individual cells for the pen light and DVD and a convenient oversized pocket for the printed collateral. To insure the integrity of the presentation, each of the cells had special traps built-in to prevent the contents from shifting as they went through the mail. A special element in the package was the use of luminescent inks printed within a facsimile of the Discover Card. When exposed to special light the normally invisible ink would display the Discover name. Since the pen light had such low power it was critical that the ink contain higher than normal amounts of luminescent pigment yet remain machinable on press.

The program consisted of the following:

- Packaging Development: Designed to protect and display contents and with the intent to mail at a reasonable cost.
- Packaging: Printed and manufactured in-house
- Kitting and Assembly: Receive and inspect supplied collateral brochures and DVD; assemble package, insert pen light, DVD and printed collateral; apply security wafer seal to close.

**THE RESULTS**

Vista delivered the customer’s program on time with zero defects and helped create a high value brand delivery solution to help enhance Discover’s position as a leader in credit card fraud protection. The process included structural design, printing and manufacturing of packaging, quality inspection of all incoming components, pack-out and ship to Discover’s national warehouse. Over 5,000 packages were produced in the initial assignment, and the program, considered an unqualified success, is now in its second production run.



**SOLUTION SCOPE**

Vista solutions utilized for this engagement

