



# CheckFolio™



Organized



Tamper-Evident



Eco-friendly



## Introducing CheckFolio™. It will change the way you look at checks.

We have improved one of the most tried-and-true products in the industry – the check. Guided by the market and driven by what is important to account holders, we created CheckFolio. Customers prefer it and financial institutions applaud it. It's truly an engaging experience in checking that has everybody talking.



### Organized



Multiple checkbooks are neatly aligned for ease of use, and the slim design makes for easy storage.



### Tamper-Evident



CheckFolio's unique design makes for discreet and flexible storage options.



### Eco-friendly



CheckFolio is compact and efficient. Less space means less waste!

## 94% of respondents prefer CheckFolio™

Source: Compass Marketing Research, 2011

"They want to gain my trust within the company and they want me to feel safe."

-Account holder

"I think financial institutions are making this change because it is more secure and environmentally friendly."

-Account holder

"My financial institution is forward thinking and they care about making my life easier."

-Account holder

# Financial institutions call it good for business.

## We call it CheckFolio.

CheckFolio is more than the newest thing in check packaging - it's the best thing in check packaging. And it's revolutionizing the way account holders receive, use and store their checks. CheckFolio is the result of several years of meticulous research and consumer testing to ensure it delivers innovative and enhanced checking experiences.



We conducted extensive research and invested heavily in package engineering, new equipment and processes to deliver an enhanced check system that would maximize the account holder experience.

- Exhaustive market research and testing
- National online video surveys
- End-of-check-order surveys
- Product preference surveys
- Nationwide focus groups
- Client forums
- Client validation
- Javelin Strategy & Research 2011 State of the Check Industry Research
- Check Modernization Research
- Security & Identify Protection Research
- Package Engineering and R&D

"This is the most innovative thing I've seen in checks in my career. Hats off to Harland Clarke."

-A National Client

We're innovating, but **Financial Institutions get the credit**. Account holders find CheckFolio to be so engaging that they credit their financial institution with being "forward thinking" and "caring about their customers".

