# Case Study

**CPI & United Heritage Credit Union collaborated for an award-winning card package**

## The Company

United Heritage Credit Union (UHCU) is a full-service financial institution founded in 1957, with over $1.6 billion in assets and more than 81,000 members across 10 branch locations. UHCU is committed to becoming its members' primary financial institution by offering innovative technology, exceptional service, and competitive products tailored to their needs.

> "Working with CPI has allowed us to introduce a card that's more than just a payment tool — it reflects our commitment to elevating the member experience."
>
> **- Karen Pollack**
> Vice President of Digital Operations and Services for United Heritage Credit Union

## The Situation

UHCU sought to elevate its member experience through a premium, durable, and visually distinctive debit card offering—one that reflects its brand identity and reinforces long-term member loyalty. The credit union sought a standout physical offering that combined aesthetic appeal, security, and personalization. UHCU partnered with CPI to create a solution that would deliver on brand, quality, and functionality.

## Results

The collaboration yielded a remarkable product: a metal debit card and packaging solution that became a finalist in the 2025 Élan Awards under the Personalization & Fulfillment – Product, Service or Project category.

## Highlights include:

- Premium Packaging: Sleek black box featuring UHCU's logo in silver foil.
- Distinctive Weight & Feel: Metal card weighs four times more than a standard card.
- Durability & Security: Scratch-resistant, virtually unbreakable construction resists daily wear.
- Contactless Convenience: Fully tap-to-pay enabled for seamless transactions.
- Enhanced Member Engagement: Reflects UHCU's commitment to exceptional member experience.

## A Great Partnership

Both organizations emphasize quality, security, and brand integrity. UHCU's focus on member-centered innovation was perfectly supported with CPI's capabilities with card design, premium card manufacturing, personalization, packaging, and fulfillment. The final product's finalist status in the Élan Awards underscores its impact.

CPI's EVP of Debit & Credit Solutions, Toni Thompson, shared: "We're thrilled that our end-to-end capabilities delivered such a value-added product for United Heritage Credit Union. This collaboration exemplifies CPI's passion for crafting distinctive, premium payment solutions."

## About CPI

CPI Card Group is a payments technology company providing a comprehensive range of payment cards and related digital solutions. With a focus on building personal relationships and earning trust, we help our customers navigate the constantly evolving world of payments, while delivering innovative solutions that spark connections and support their brands.
We serve clients across industry, size, and scale through our team of experienced, dedicated employees, our network of technology and card service providers, and our high-security production facilities, all located in the United States. CPI is committed to exceeding our customers' expectations, transforming our industry, and enhancing the way people pay every day. Learn more at www.cpicardgroup.com.

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