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# GiftCard Partners and Incentive CardLab Expand Card Options

By Alex Palmer  
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Program managers looking to include gift cards into their programs now have a few more options. Gift card providers Incentive CardLab and GiftCard Partners have both announced expansions of the brands and services they are offering, with the latter adding four retailers to its roster and the former expanding into retail and e-gift cards.

Wellesley, MA-based GiftCard Partners has added four new brands to its offerings: The Limited, Burlington Coat Factory, Speedway gas, and Boston Market. The company works with clients to develop

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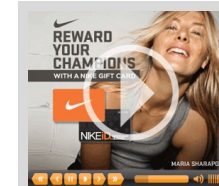
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Burlington Coat Factory, Speedway gas, and Boston Market. The company works with clients to develop B2B gift card programs, including loyalty, incentive, health and wellness, fundraising, and consumer promotions.

With the new brands, the company aims to move into areas it had not previously represented, including quick-serve restaurants and gasoline.

“It adds to our ability to serve the economy with high-value and low-price offerings through Burlington Coat Factory, and fashion offerings through The Limited,” says Ed Shulkin, president of GiftCard Partners. “We think practicality is important with the economy being what it is.”

CardLab, the Dallas, TX–based provider of prepaid cards, has added retail store and e-gift cards to its incentive offerings. While the company has exclusively offered Visa-branded cards, with this expansion it aims to provide greater choices and flexibility for reward programs.

“It really just makes us a one-stop shop,” says David Jones, CEO of CardLab. “It stems from customers over the past few years who have been asking if we have gas cards, or iTunes cards, because Visa doesn’t always work for the promotion they are doing.”

The more than 250 new retail brands being offered include a wide range of stores and travel brands, including Best Buy, Lowe’s, Chevron gas cards, and Marriott Courtyard Travels gift cards.

CardLab’s e-gift cards can be sent via email, allowing recipients to print them as needed (or reprint them if lost). The company is currently offering e-cards for 55 brands, including On the Border, BedandBreakfast.com, and JCPenney.


Jones says that variety allows CardLab to more adequately meet the needs of its clients, whether they are running employee, channel partner, vendor, or consumer incentive programs. For small businesses, which make up a significant portion of CardLab’s client base, being able to avoid the \$5.95 fee for the plastic on Visa cards may be an attractive offer, depending on the program they are putting together.

Next year the company plans to expand into offering local gift cards to restaurants and boutiques in the recipient’s region.

“We’re working with local communities to add not just hundreds, but thousands of gift cards,” says Jones. “They will be on the site before the next holiday season.”

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