



**FOR IMMEDIATE RELEASE**

Contact: Chelsea Schrimpf

Phone: 512.435.4454

Email: [cschrimpf@uhcu.org](mailto:cschrimpf@uhcu.org)



## **United Heritage Credit Union and CPI Card Group® Recognized for Premium Metal Debit Card Collaboration**

**AUSTIN, Texas – (August 28, 2025)** – United Heritage Credit Union (UHCU) has been recognized alongside CPI Card Group® (CPI) for their collaboration in creating a premium metal debit card solution. The product was recently named a finalist in the 2025 Élan Awards for Personalization & Fulfillment – Product, Service or Project category from the International Card Manufacturers Association (ICMA). The recognition reflects the project’s excellence in combining high-end design, personalization, and seamless fulfillment capabilities, reinforcing our commitment to elevating the member experience.

This accolade comes on the heels of fierce competition: the Élan Awards received over 130 entries from global card manufacturers and personalizers. Being distinguished as a winner underscores the strength of the partnership between UHCU and CPI, demonstrating how innovation, design quality, and strategic collaboration can bring a standout product to life in today’s payments landscape.

UHCU worked with CPI to design a debit card that embodies durability, security, and brand identity. The sleek, scratch-resistant metal card packaged in a black box with silver foil detailing offers both distinctive weight and modern contactless functionality.

“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,” said Karen Pollack, Vice President of Digital Operations and Services at United Heritage Credit Union.

The partnership emphasizes both organizations’ dedication to quality, innovation, and member engagement. By combining UHCU’s member-focused vision with CPI’s end-to-end capabilities in premium card design, manufacturing, and personalization, the collaboration produced a truly standout product.

“We’re thrilled that our end-to-end capabilities delivered such a value-added product for United Heritage Credit Union,” said Toni Thompson, EVP of Debit & Credit Solutions at CPI Card Group. “This collaboration exemplifies CPI’s passion for crafting distinctive, premium payment solutions.”

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### **About United Heritage Credit Union**

United Heritage Credit Union is a full-service financial institution whose vision is “To be your primary financial institution.” United Heritage has over \$1.6 billion in assets, more than 81,000 members and 10 branch locations. Through innovative technology, exemplary service standards and competitive products, United Heritage is a strong force in the credit union industry. United Heritage Credit Union was established in 1957 and over 65 years later serves communities within the Bastrop, Bell, Blanco, Burnet, Caldwell, Hays, Lee, Milam, Travis, Williamson, Cherokee, Gregg, Henderson, Rusk, Smith, Upshur, Van Zandt or Wood counties as well as those that live in the rest of Texas through TXCC membership. For more information about United Heritage, visit [uhcu.org](http://uhcu.org). Federally Insured by NCUA.