
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): September 28, 2004

DELUXE CORPORATION

(Exact name of registrant as specified in its charter)

Minnesota
(State or Other Jurisdiction
of Incorporation)

1-7945
(Commission File Number)

41-0216800
(I.R.S. Employer
Identification No.)

3680 Victoria St. North, Shoreview, Minnesota
(Address of Principal Executive Offices)

55126-2966
(Zip Code)

Registrant's telephone number, including area code: (651) 483-7111

N/A
(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communication pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Section 8 – Other EventsItem 8.01 Other Events.

On September 28, 2004, Deluxe Corporation, a Minnesota corporation (the “Company”) issued a press release announcing its plans to offer two series of Senior Unsecured Notes due 2007 and 2014, each with an initial aggregate principal amount of at least \$250 million, in a private placement (Rule 144A offering), subject to market and other conditions. The senior notes will be offered within the United States only to qualified institutional buyers pursuant to Rule 144A under the Securities Act of 1933 (the “Securities Act”) and to persons in offshore transactions in reliance on Regulation S under the Securities Act. The senior notes have not been and will not be registered under the Securities Act or applicable state securities laws, and may not be offered or sold in the United States absent registration or an applicable exemption from the registration requirements of the Securities Act and applicable state laws. This report shall not constitute an offer to sell or a solicitation of an offer to buy the senior unsecured notes. The press release, attached as Exhibit 99.1, is filed and incorporated in this report.

Section 9 – Financial Statements and ExhibitsItem 9.01 Financial Statements and Exhibits.

(c) Exhibits.

<u>Exhibit Number</u>	<u>Description</u>	<u>Method of Filing</u>
99.1	Press Release dated September 28, 2004	Filed herewith

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: September 28, 2004

DELUXE CORPORATION

/s/ Anthony C. Scarfone

Anthony C. Scarfone
Senior Vice President,
General Counsel and Secretary

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<u>Exhibit Number</u>	<u>Description</u>	<u>Page Number</u>
99.1	Press Release dated September 28, 2004	

{Deluxe Logo}

Deluxe Corporation
P.O. Box 64235
St. Paul, MN 55164-0235
(651) 483-7111

N E W S R E L E A S E

September 28, 2004

For additional information:
Stuart Alexander
Vice President
Investor Relations
(651) 483-7358

Douglas J. Treff
Senior Vice President
Chief Financial Officer
(651) 787-1587

Deluxe Announces Senior Notes Offering

St. Paul, Minn.—Deluxe Corporation (NYSE: DLX) today announced that it plans to offer two series of Senior Unsecured Notes due 2007 and 2014, each with an initial aggregate principal amount of at least \$250 million, in a private placement (Rule 144A offering), subject to market and other conditions. The senior notes will be offered within the United States only to qualified institutional buyers pursuant to Rule 144A under the Securities Act of 1933 (the “Securities Act”) and to persons in offshore transactions in reliance on Regulation S under the Securities Act. The net proceeds from the offerings will be used to replace a portion of short-term debt associated with Deluxe’s recent acquisition of New England Business Service, Inc. J.P. Morgan and Wachovia Securities are joint book-running managers for the notes offering.

The Senior Unsecured Notes are being sold to qualified institutional buyers in reliance on Rule 144A and outside the United States in compliance with Regulation S under the Securities Act of 1933. These notes have not been registered under the Securities Act of 1933, as amended, and may not be offered or sold in the United States except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and applicable state securities laws.

This communication is not an offer of the notes. This communication shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the notes in any state or jurisdiction in the United States in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such state or jurisdiction.

Forward-looking Statements

Statements made in this release concerning the Company’s or management’s intentions, expectations, or predictions about future results or events are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements reflect management’s current expectations or beliefs, and are subject to risks and uncertainties that could cause actual results or events to vary from stated expectations, which variations could be material and adverse. Our forward-looking statements speak only as of the time made, and except as required by federal securities laws, we assume no obligation to publicly update any such statements. Information concerning factors that could cause actual results and events to differ materially from the Company’s current expectations are contained in the Company’s Form 10-Q for the quarter ended June 30, 2004.