

# ReceiptWare™

Retail

Financial

Hospitality

## Receipt Marketing Software



## Receipt marketing software for retail, financial, and hospitality applications.

Enhance your relationship with your customers using our receipt marketing software. Receiptware is a simple and flexible receipt editing tool with features to deliver your promotional or customer loyalty message. Whether you are having a special on specific items, offering a seasonal promotion, or advertising cost savings for your customers, ReceiptWare will allow you to highlight them on the receipt in monochrome or two-color. Using our ReceiptWare software, you can dynamically manage your relationship with your customer via the sales receipt.

### How it Works

You design your receipt according to your marketing and promotional needs and not according to the limitations of your current retail POS application. Capabilities include:

- Logos and watermarks
- Margin messages
- Highlighted text
- Conditional and surround graphics



COGNITIVE TPG

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# ReceiptWare

## Receipt Marketing Software for Retail, Financial, and Hospitality Applications

### Top Logo

Add your store logo and contact information to the top of the receipt where your customers will look.

### Margin Messages

Take advantage of the space in the margins to advertise your website, a product promotion or a loyalty program.

### Watermarks

Protect against fraud by adding watermark logo to the receipt with color media, two-color or monochrome printing.

### Bottom Message

Use space for weekly marketing, store specials, and discount certificates.

### Text Attribute Switching

Allows you to take a limited set of text attributes in the application software and offer a variety of text choices without changing the application. Switch bold to italics, black to red, regular font to double high in a snap.

### Conditional Graphics

Software activates marketing messages for total value, time of day, or specific dates. Using the conditional graphics feature a message at the bottom of the receipt can be individually customized.

### Surround Graphics

A text prompt activates a "surround graphic" to bring attention to the marketing message, such as a free-hand oval around "You Saved \$5.00."

### Color Line of Text

A text trigger can be defined to cause the line of text where it occurs to print in color for added highlight (only available on printers that print two-color).

## Technical Specifications

### COMPATIBILITY

POS Printers: A799, A776, A760, A795, and B780 printers with ColorPOS technology  
OS: Windows® SE, 2000 Pro or XP Pro

### SYSTEM REQUIREMENTS

486/66MHZ or higher processor  
8 MB RAM (16 MB recommended)  
4 MB available hard disk space

### CONNECTION INTERFACE

RS-232 and USB

### Before ReceiptWare

Transaction Printer Group – Headquarters			
25 Tri-State International, Suite 200, Lincolnshire, IL 60069			
Tel: 847 383 7900 Fax: 847 383 7949			
	Orig Price	Loyalty Price	
<b>Dry Goods</b>			
3 Tex-Mex Salsa	\$7.35	\$6.30	
2 Tostitos Lime Chips	\$3.60		
2 Cans Alamo Refried Beans	\$2.40	\$1.98	
2 Cans Green Chiles	\$2.20	\$1.90	
1 Gringos Tortillas	\$1.89	\$1.54	
1 Johns Lava Sauce	\$2.00		
<b>Dairy</b>			
1 Cayuga Brand Sour Cream	\$1.54	\$1.20	
2 Sargento Shredded Cheese	\$4.98		
2 Knorr Fiesta Dip	\$4.30		
1 Gal. Milk	\$2.30		
<b>Beverages</b>			
2 Luisa Cortes Mohito Mix	\$6.00	\$3.50	
2 St. Lucia Margarita Mix	\$7.50		
1 Turkey Hill Iced Tea	\$2.50	\$1.95	
1 6-pack Dos Equis	\$6.99		
<b>Produce</b>			
1 Lemon	\$0.69		
1 Key Lime	\$0.80		
1 Habanero Pepper	\$0.45		
1 Romaine Lettuce	\$0.89		
<b>Health &amp; Beauty</b>			
1 Roloids Xtra Relief	\$1.55		
<b>Sundries</b>			
1 pack Dixie Paper Plates	\$2.25		
1 pack Cayuga Brand Knives	\$3.00	\$2.50	
1 pack Cayuga Brand Forks	\$3.00	\$2.50	
1 pack Cayuga Brand Spoons	\$3.00	\$2.50	
1 pack Napkins	\$3.25		
Sub Total		\$67.42	
Tax		\$5.39	
Total		\$72.81	
Shoppers Club Member			
***** Loyalty Savings \$7.01 *****			
!!!It is our pleasure to serve you!!!			

### After ReceiptWare

(In the lower right corner, there is a small logo for "THE STORE" with a shopping cart icon.)

Sales Toll Free:  
800 732 8950

	Orig Price	Loyalty Price
<b>Dry Goods</b>		
3 Tex-Mex Salsa	\$7.35	\$6.30
2 Tostitos Lime Chips	\$3.60	
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(In the lower right corner, there is a small logo for "THE STORE" with a shopping cart icon.)

Loyalty Savings \$7.01

!!!It is our pleasure to serve you!!!

**Preferred Customer Discount**

**10% OFF**

Any additional item  
in the store!

With a \$100.00 purchase - excluding tobacco, wine, or lottery.  
Offer expires 12/31/07

### CognitiveTPG, LLC

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