

ReceiptWare

Receipt Marketing Management Software for Retail Applications

Squeeze more value out of your sales receipt!

Spice up your receipts with TPG's new ReceiptWare™ software. This new software allows you to communicate with your customer in ways that your POS application never dreamed of. You define when and where graphical elements occur on printed receipts. Promotional messages, highlights, exceptions, loyalty bonuses, including both text and graphics are managed with flexibility and ease. ReceiptWare receipt marketing can be saved and edited to allow for greater mobility when updating your marketing messages.

Enhance relationships with your customer

This new and exciting software from TPG will help you communicate with your customers. Whether you are having a special on specific items or offering a promotion/cost savings, ReceiptWare will allow you to highlight them in monochrome or two-color. The only limitation is your imagination.

Give your receipts the extra punch that most POS software can't deliver and squeeze the most out of your marketing dollars.

Powerful features that deliver your message

You design your receipt according to your marketing and promotional needs and NOT according to the limitations of your current retail POS application. ReceiptWare is a simple and flexible receipt editing tool with features sure to deliver your message every time.

Top Logo – “Classic” location for your company logo, enhanced with the best monochrome and two-color graphics in the industry.

Margin Messages – Why waste the margins on your receipt? Add a marketing message, or advertise your website.

Watermarks – A great way to add additional “branding” to the receipt. With color media, watermarks can be added to credit slips for security against fraud.

Bottom Logo – Perfect location for weekly marketing, store specials, and discount certificates.

Text Attribute Switching – Text attributes can be defined and “switched.” For example, **bold** text can be printed **double high and red**, or *italics* can be switched to **bold**.

ReceiptWare™
For Retail Applications



Features include:

Conditional Graphics – Marketing messages can be triggered off of Total value, time of day or a specified date. Using the Conditional graphics feature a message at the bottom of the receipt can be customized to deliver the right message to the right audience.

Surround Graphics – A text trigger can cause a “surround graphic” to bring attention to the marketing message, such as a free-hand oval around “You Saved \$5.00.” One or multiple lines of adjacent text can be encircled with several styles of surround graphics.

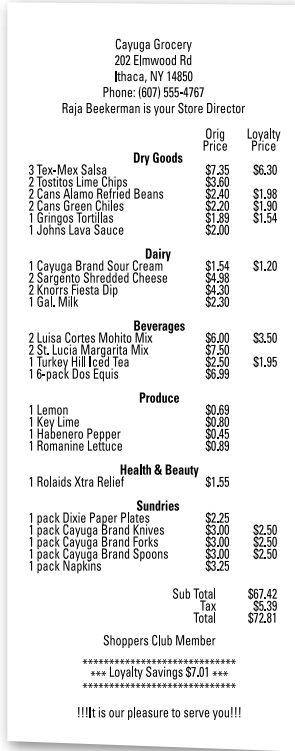
Color Line of Text – A text trigger can be defined to cause the line of text where it occurs to print in color for added highlight.

Spice Up Your Receipts!



Total Receipt Transformation – Easily

Before ReceiptWare
plain



After ReceiptWare
with color paper



After ReceiptWare
with monochrome paper



Customer Retention & Cost Savings

You're printing receipts for your customers anyway, why not get your money's worth and give incentives to come back or save money. With ReceiptWare's easy-to-use and user defined highlights, customizing receipts has never been easier.

ReceiptWare allows you to use your sales receipt to dynamically manage relationships with your customers. Give your receipts the punch that most POS applications can't deliver and squeeze the most out of your marketing dollars.

Color Flexibility

If you're not ready to take advantage of color printing, TPG's ColorPOS® printers offer proven reliability and exceptional print speed when operating in monochrome mode.

ReceiptWare Promotion Management Software allows you to apply the same enhancements to monochrome receipts as you would in color. Customers wanting to take advantage of the color capabilities can do so at any time.

Compatibility:

POS Printers: 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

Easy Guarantee

TPG's ReceiptWare Receipt Marketing Message Management Software is easy-to-use. If you do have questions, consult the help file within the utility or send your logo file along with a description of the question you have to DriverHelp@TPGprinters.com.

