

CognitiveTPG ReceiptWare™

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, advertising cost savings for your customers, or promoting your Facebook page, ReceiptWare will allow you to highlight them on the receipt. 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



ReceiptWare

PRODUCT HIGHLIGHTS

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, loyalty program, or Facebook page.

Watermarks

Protect against fraud by adding watermark logo to the receipt.

Bottom Message

Use space for weekly marketing, store specials, discount certificates, or customer surveys.

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 with two color paper).

TECHNICAL SPECIFICATIONS

COMPATIBILITY

POS Printers: A799II, A799, A776, A760, A795, and B780 printers
with ColorPOS technology
OS: Windows® SE, 2000 Pro or XP Pro

SYSTEM REQUIREMENTS

Processor: 486/66MHZ or higher
RAM: 8MB (16MB recommended)
Hard Disk Space: 4MB available

CONNECTION INTERFACE

RS-232 and USB

Download Software on our website at:
www.CognitiveTPG.com/product/receiptware/download

Before ReceiptWare

CognitiveTPG 950 Danby Road, Suite 200, Ithaca, NY 14850 Phone: 607.274.2592 Fax: 607.274.4720		
	Orig Price	Loyalty Price
Dry Goods		
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	
Dairy		
1 Cayuga Brand Sour Cream	\$1.54	\$1.20
2 Sargento Shredded Cheese	\$4.98	
2 Knorrs Fiesta Dip	\$4.30	
1 Gal. Milk	\$2.30	
Beverages		
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	
Produce		
1 Lemon	\$0.69	
1 Key Lime	\$0.80	
1 Habenero Pepper	\$0.45	
1 Romaine Lettuce	\$0.89	
Health & Beauty		
1 Roloids Xtra Relief	\$1.55	
Sundries		
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	\$5.38
	Total	\$72.81
Shoppers Club Member		

*** Loyalty Savings \$7.01 ***		

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

After ReceiptWare

THE STORE
GROCERY, SPECIALTY AND MUCH MORE!

950 Danby Road, Suite 200, Ithaca, NY 14850
Phone: 607.274.2592 Fax: 607.274.4720
Sales Toll Free: 800.732.8950

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THE STORE
Grocery Club

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 - including groceries, wine, or liquor. Offer expires 12/31/13