

# ReceiptEZ

Receipt Marketing Management Software

## Squeeze more value out of your sales receipt!

Juice up your receipts with TPG's *NEW* ReceiptEZ™ 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. ReceiptEZ 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, ReceiptEZ will allow you to highlight them in monochrome or two-color. The only limitation is your imagination.

## 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. ReceiptEZ 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**.



# ReceiptEZ



## Text Triggers

Up to 255 “text triggers” can be defined to personalize your receipt or tie marketing messages to your customer loyalty program.

### Features include:

**Conditional Graphics** – A text string can be used to trigger a marketing message immediately following the trigger, or as a replacement for the text trigger. Using the Conditional Graphics feature a message at the bottom of the receipt can be customized depending on the text in the receipt body.

**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.



### Total Receipt Transformation – Easily

Before ReceiptEZ  
plain

Cayuga Grocery 202 Elmwood Rd Ithaca, NY 14850 Phone: (607) 555-4767 Raja Beekerman is your Store Director		
	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's 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 Habenero Pepper	\$0.45	
1 Romanine 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 Kevin Morrin *** Loyalty Savings \$7.01 ***		
!!!It is our pleasure to serve you!!!		

After ReceiptEZ  
with color paper

202 Elmwood Rd  
Ithaca, NY 14850  
Phone: (607) 555-4767  
Raja Beekerman is your Store Director

	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
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1 Gal. Milk	\$2.30	
Sub Total	\$67.42	
Tax	\$5.39	
Total	\$72.81	

Shoppers Club Member  
Kevin Morrin  
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

After ReceiptEZ  
with monochrome paper

202 Elmwood Rd  
Ithaca, NY 14850  
Phone: (607) 555-4767  
Raja Beekerman is your Store Director

	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
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### 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 ReceiptEZ's easy-to-use and user defined highlights, customizing receipts has never been easier.

ReceiptEZ allows you to use your sales receipt to dynamically manage relationships with your customers. Give your receipts the pulp 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.

ReceiptEZ 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® 98, 2000, and XP

### 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 ReceiptEZ 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.

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