



Print Controller – a full in-store print portal providing access to all styles of print material, from shelf edge labels, ingredient stickers, shelf talkers and digital signage. Integrated tasks within Unified Comms and Process recognise that communication to both store teams and customers is paramount to driving sales, compliance, customer experience and engagement. The application also benefits from iPIM – a functionally rich Inventory, Product and Information Management tool.

### Self-Designer

Templates are created and maintained using Print Designer. This software is loaded onto a machine locally and the licence activated online and allows users to design rich templates.

### Brandview Matching

**Brandview** is a third-party subscription service that allows price and product review comparison data to be printed onto tickets where applicable. For example, if a product is half the price of a major competitor the template could print this information onto the ticket to influence a customer to purchase in the store, rather than elsewhere or online.

### Central Print & Distribution

Print Controller can execute batches of tickets either in-store locally or send print ready files to 3rd party printers where the job is printed, sorted and shipped to store.

### In-store Print

Print Controller quickly and easily executes batches of tickets, or ad-hoc locally in-store using existing B&W or Colour printers. Print Controller can also send specific ticket types for execution on mobile belt printing devices, ideal for 'reduced to clear' or in-aisle SEL ticketing.

## Barcodes/QR Codes

Print Controller supports all commonly used barcode symbology's and includes the ability to present/print these either in landscape or portrait on addressable areas within a template. Print Controller supports both Direct and Indirect QR codes, where the latter allows the same barcode to do different things at different times. For example, in the morning a QR code might take a customer to recipe ideas when scanned however in the afternoon it may take them to a different offer.

## Offer Rules

Rules are created to control the layout and display of POS material based on data bound to the individual page being printed. Multiple rules can be created per Template and are made up of Conditions and Changes.

## Kerning & Tracking

Print Controller supports kerning to ensure spacing between characters achieves a visually pleasing result. The Print Controller Line can operate in conjunction with a company/store/brand specific dictionary ensuring brand names, fonts and words are presented correctly. It can also hold a 'profanity library' to ensure no offensive descriptions or words can appear on SEL or POS ticketing.

## Overflow Sizing

Template text will automatically resize based upon the available print area.

## Legality Test

Content is checked and validated against Rules and Conditions. Multiple conditions can be applied within each Rule and there can be multiple Rules within a Template to ensure content is accurate and applied correctly.

## SQL/ODBC Matching

Open Database Connectivity (ODBC) is a standard that allows Print Controller to read from almost all the databases currently available, including Microsoft SQL Server which the application itself uses.

## Batch Management

Full control of print batch history – reprints, edit/delete etc.

## Template Design

Template designs consist of Elements, Layers, Data and Rules and are created using our Print Designer software. Print Designer allows you to create rich templates that contain all the information required for rendering POS material on-demand, including colour coded (RAG) visual content, product imagery, brand logos and information that helps promote an emotional connection with the product to the customer.

## In-Browser Print

Tickets can be rendered locally within the browser with no requirement to load software locally on the machine. Other options are also available for fast, network friendly and efficient print rendering.