

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.