

DESIGN-R-LABELS

DESIGN-R-LABELS will lift your sign and label printing capabilities to new levels. Increase profits by reducing the hours spent collecting product information, designing signs and labels and managing printers. Now, with a single program and a single keystroke you can print in the office, store, and/or in the aisle.



Design Module ensures accuracy of design to print.

DESIGN-R-LABELS enables you to implement your marketing plan. Promote house brands with *House Plus*, our industry-leading feature that can track price changes in national brands vs. house brands. **DESIGN-R-LABELS** enables the retailer to calculate and print savings for Regular Price vs. Sale Price and/or Your Price vs. Competitor(s). **DESIGN-R-LABELS** will also calculate unit pricing to meet any federal, state or local statute. Of course, all of this capability is under a multi-level username/password control system.

The Design Module is the industry leader from the accuracy of the on-screen template design module to printed output. Features like the

ability to insert product pictures or company and/or product logos will add pop to your signs. Other features like drag and drop, object inspector, relation editor, and many other features allow creation of powerful, intelligent signage that moves merchandise off the shelf and into the shopping basket.

The Print Engine enables complete automation of a print job so that your employees no longer have to monitor the job. Features such as "Forms-To-Trays" allow you to predetermine on which printer and which tray a given sign or label will print thus freeing up your employee time for more productive pursuits. The print engine is built-in to the application or can be installed separately as part of a multi-store implementation.

The Import engine makes it easy to get the data necessary to print signs and labels. The Import engine can read your data and do one of two things: hand it to the print engine for immediate printing or insert it into the built-in Database Manager. The Import Engine has the ability to read data from more than forty POS Scanning systems and Back-Room/DSD applications plus, the capability to read data from ASCII and ODBC compliant data files. This ensures that regardless which POS system you have today or next year your **DESIGN-R-LABELS** system can be upgraded to your new POS system.

DESIGN-R-LABELS comes with Microsoft's MSDE database. This powerful database engine supports up to two gigabytes of data and up to five concurrent users. If you should need more storage you can upgrade to Microsoft's SQL database manager or to any SQL/ADO compliant database manager.

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