

FlashPrint

FlashPrint eliminates the need for costly training on professional sign printing software. Most retailers understand increased sales come with placing a sign in front of a product – any product. Many studies have been made by FMI and other organizations and they all came to the same conclusion, **SIGNS SELL PRODUCT!**

Most hand-written signage is inconsistent in quality and very costly to produce. *FlashPrint* can enable any employee to create and print laser-sharp signs in seconds. Follow these simple steps: [1] select a sign template that was designed with *DESIGN-R-LABELS*, [2] enter the necessary data, [3] preview and print the sign. In five minutes or less employees will master the use of *FlashPrint*.

Figure 1: FlashPrint Data Entry Screen

FlashPrint's simple user interface consists of two screens, the data entry and printing screens. The data entry screen (Figure 1) allows the selection of the sign template (the fields that appear in the data entry screen are dependent on the fields that are on the sign template being used), enter product information for the sign and finally send the item to the print screen or add to a print queue. The print queue is useful when printing signs on a multiple-up stock (Ex. A 4-up, 4 signs on a page). This allows *FlashPrint* to store the signs in the queue until the user is ready to

print. The operator can then use all four signs on the stock greatly reducing sign and label stock waste. One-up signs can be sent directly to the print screen or to the queue.

The print screen (Figure 2) provides a preview of the sign or signs to be printed eliminating wasted stock. The operator can see exactly what the sign will look like when printed including the background image of the sign stock.

The top left pane of the print screen displays a list of the signs to be printed. By clicking on any of the signs in the left hand column a preview of that sign will be displayed in the right hand pane.

The bottom left pane displays a list of print control options. "Start Row" and "Start Column" are useful when sending a sheet of shelf-talkers or labels back through the printer to reduce material waste. The Notification of Label, Form, Set, and Data Field are used to prompt the operator of the need to change stock types and other types of user interaction in the printing process.

Figure 2: Print Screen

Retail Technologies, Inc.
Tel. 800-277-4277 or 251-666-5151
Fax: 251-666-5151
Web: www.retail-tech.com
Email: sales@retail-tech.com

