

PrintLab®

Printing price changes are a necessity, but how can it be simplified and automated? *PrintLab* is the solution for you. *PrintLab* is a print engine that merges a data file with templates created in *DESIGN-R-LABELS*. *PrintLab* is a powerful print engine that can be used in conjunction with the *DESIGN-R-LABELS* family of products.

Multi-Store printing at a single location can be accomplished easily with *PrintLab*. The command line driven functionality of this module offers great time and labor savings in this environment. Assign shelf-talkers, shelf labels and signs to a specific printer and specific tray. The software will separate and print these out in store order placing a separator page noting "store x" in between each store's printed tags and signs. The user can open *PrintLab* and view the data file to be printed or the process can be simplified further. Because this module is command-line driven an icon can be placed on the desktop that will allow for a simple click and print method, thus allowing the employee to make more efficient use of their time.

In the store, *PrintLab* can be used with *DESIGN-R-LABELS* to automate print routines. Create sign and label templates with the design software built into *DESIGN-R-LABELS*. *PrintLab* can then be used to read your data files (i.e. wholesaler price change file, POS file, hand-held PDA file, etc.), merge the data with the template and automate the print routine by simply clicking an icon.

PrintLab's flexibility also is frequently used by POS or hosting systems in two situations. First, it can be used with handheld devices (FM units) that create tag requests using their handheld device. This request can then be printed. Alternatively, the customer may complement this data with data contained in the Data Compliment Module (optional item).



Fig. 1: Sample PDA

Secondly, *PrintLab* can be used seamlessly as the print engine for many POS and/or backdoor DSD/receiving systems. These systems offer the ability to call and/or execute command line, which seamlessly activates *PrintLab* with a single keystroke from within the POS system. This simplicity eliminates employee keystrokes and saves valuable training time.

Executing price changes in a multi-store environment can be simplified with *PrintLab*. The print engine can be configured in each location to read a data file located anywhere on the Corporate Network and/or from the local store POS system. *PrintLab* allows the corporate office to maintain control over the "look and feel" of the signs, yet still have them printed at the point of need.

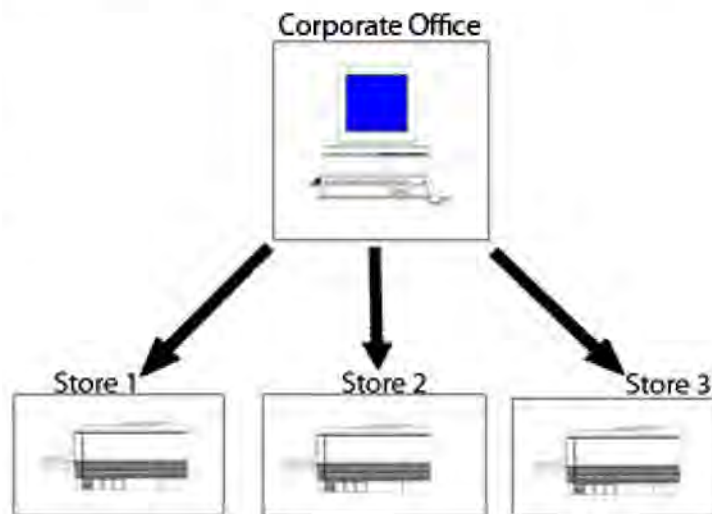


Figure 2 Multiple Location Support

Retail Technologies, Inc.
P.O. Box 9729
Mobile, AL 39961
Tel. 800-277-4277 or 251-666-5151
Fax 251-666-5151
Web: www.retail-tech.com
Email: sales@retail-tech.com

