



Custom
Retail
Solutions



True Rewards Unlimited



Mobile Point of Sale Electronic Gift & Loyalty Acceptance

Increase your Revenue with TRU Card Software

Custom Retail Solutions wants to help you harness the security and convenience of smart cards in your business. We offer the greatest and most secure program that will make your job easier, and it's totally mobile and self-contained. Smart cards (computer chip embedded cards) will enhance your gift card and loyalty card needs. They simplify everything your business offers including; helping eliminate hand written gift certificates, keeping your customers loyal, and at the same time, provide greater profits and benefits for both you and your customers.

TRU Card Software Benefits

- Offer gift and loyalty without computers or credit card machines
- No need to write or reissue paper gift certificates
- Better security, cards value loaded
- Customers remain loyal by gaining points for money spent
- No transaction or percentage rates to pay
- Records transactions to download end of day information
- Cards may be used as a gift card, debit card, or loyalty card
- Issue a gift and loyalty card on one card
- Set up the configuration to fit your business
- Use cards between multiple location without locations being networked together

Our Program Includes

- Mobile Smart Card Reader
- Software program for gift and loyalty combination
- Easy to read and understand manual
- Sales, technical training and support
- Smart card reader & transport card

The cornerstone of our program is having a TRU Card Software manager specifically assigned to each merchant in order to guarantee a proactive relationship and ensure that TRU Card Software responds to the merchant's needs as quickly as possible.