



Point of Sale Electronic Gift & Loyalty Program

Increase your Revenue with TRU Card Software

Smart cards and barcode cards are revolutionizing POS in stored value (gift cards) and loyalty card systems. They can enhance everything your POS does, from faster ticketing to greater profits for both you and your customer. Custom Retail Solutions wants to help you harness the security and convenience of smart cards or barcode cards in your POS system. We offer the greatest and most secure program that makes your job easier.

TRU Card Software Benefits :

- Tracks all customers and transactions
- No need to write or reissue paper gift certificates
- Better security, cards issued to a customer not just value loaded
- Customers remain loyal by gaining points for money spent
- No transaction or percentage rates to pay
- No sending information to third party server
- Cards may be used as a **gift card**, **debit card**, **time card** or **loyalty card**
- Easy access to all database information
- Set up the configuration to fit your business
- Use cards between multiple location without locations being networked together (smart card version only).**

Our Program Includes:

- Smart Card or barcode reader
- Software program for gift only or gift and loyalty combination
- Easy to read and understand manual
- Sales, technical training and support
- Graphics and card art support

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 integrates and responds to the merchant's needs as quickly as possible.

Winning Together

Custom Retail Solutions Overview

Since 2001, **Custom Retail Solutions, Inc.** has developed software for the secure transaction of value and data. Our milestones include the development of custom software for Mancuso Harley-Davidson, developed for maintaining all aspects of the dealers card needs including Hog Chapter, Priority Maintenance, VIP Cards, and Gift Cards all in one package. At **Custom Retail Solutions Inc.** we empower programs with smart card and barcode technology, plus smart business support, throughout every point of contact and need.

Custom Retail Solutions Products

Custom Retail Solutions, Inc provides 2 basic stand alone products to enhance POS systems.

TRU-Gift Software ®- Custom Retail Solutions, Inc provides a gift only software for processing your "Electronic Gift Card" needs which allows the merchant the ability to not only issue electronic gift cards, but also allows the merchant to issue the card with the customers name (for higher security and lower theft), gather all information about customers to store in their data base (such as name, address, city, state, zip, phone, email, and other information vital to allow the merchant the ability to market to their customers at no cost), offer a professional presentation through the use of "smart cards" or "barcode cards", and allows for individual tracking of all transactions by store location, employee, register, and other options within the software. Cards may also be issued as a **debit card** for continual spending for merchants with repeat customers

TRU Card Software ®- Custom Retail Solutions, Inc offers a stand alone gift and loyalty program that provides all of the options that are available in the **TRU-Gift Software** with much more. Any merchant may now offer a fast and effective way for their customers to gain points for every dollar that is spent at the merchants location. Issue cards as a gift **OR** loyalty card. Issue cards as a gift **AND** loyalty card. Issue cards to track time options. The merchant has the ability through the configuration program to add as many rewards as they desire to be used in their rewards program (rewards may be added, deleted, or edited easily). When a customer checks out, all items that the customer is eligible to redeem are displayed for easy redemption. The software offers the best of both programs without having to purchase expensive credit card machines and wait on third parties to provide reports of activities.

Below is the contents of each program:

TRU-Gift Software



Included left to right, barcode or smart card reader, software, manual, and gift certificate designer

TRU-Card Software



Included left to right, barcode or smart card reader, software, manual, and gift certificate designer

All cards are additional and priced per quantity ordered

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