



Partner

## “Previously Utilized” — Holiday Printer Deal from ICL

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I’ll have to tell you the “Wine Story” some other time — promise — but not at the moment since I don’t have time to tell it, and once you see the deal I’m talking about here, you wouldn’t have time to read it either.

But still I must digress, just for a moment. The Wine Story (like I said, I’ll tell you about this in the future) started when our old friend Bernard, our marketing-consultant-without-peer (and quite possibly without a few other things too) picked me up for lunch last Friday. He said he wanted me to ride over in his new car, and with his great chartreuse.com success I’d expected something like a Mercedes SL600, very shiny, very black, very \$138,550 plus tax, license, dealer prep and options. But no. It was an interesting car, to be sure, unusual, but it wasn’t exactly new. It wasn’t even shiny — just bright in a matte sort of way, kind of like Bernard’s famous Halliburton Zero.

I banished the momentary vision of Bernard driving around inside his briefcase — “What are you doing with this, and what kind of car is it anyway?” I asked innocently as I folded myself under the open gullwing door.

Bernard scowled at me over his opaque Bucci shades. He spoke in small, heavy bursts, like an 88mm FLAK gun. “DMC-12. DeLorean. 1983. This one’s serial number seven.”

“Oh yeah, I remember now. DeLorean — he was they guy they busted for, what was it ...?”

“Never proven,” Bernard snapped before I could finish my question. “GM financed the whole sodden witch-hunt.”

The passenger seat of this car wasn’t particularly comfortable, especially when he floored the thing and the car shot around the wrong side of a San Francisco Muni bus, up over the wide SOMA warehouse-district sidewalk, and squealed down Bryant at 72 MPH.

“Rear-mounted 130-horsepower Peugeot-Renault-Volvo fuel-injected aluminum 2.8-liter V-6 with Bosch K Jetronic fuel-injection on a Lotus-designed, double-Y, backbone-frame chassis supporting Giorgetto Giugiaro’s grade-304 stainless steel skin.” This data he intoned somehow over the soprano whine of the above-referenced power plant.

“Impressive, Bernard” but why? No Benz? No Jaguar? No Ferrari 360 Modena?”

“Boyfriend, you must understand. Acquisitions are a set of morally-informed signifiers. A *new* vehicle —” and he said those words with sarcastic distaste, and repeated them for emphasis, “—a **new** vehicle is not for every master of the dotcom world. For me, a previously utilized motor vehicle of classic performance and value is simply what must **be**. It provides that necessary **resonance** of character that is so absent in the vacant, soulless frame of pristine sheet metal...”

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From there we went to the restaurant, but that's getting into the Wine Story, and that's for another time.

But "Previously Utilized" — now there's a phrase with resonance, and, as is so often the case with Bernard's pronouncements, there's something smart there, and in this particular instance (as is unfortunately also so often the case with Bernard's pronouncements) it woke me up in the middle of the night thinking, "Hey, I know some people who could really **utilize** this idea."

SO HERE YOU ARE...

While lacking **some** of the panache of Bernard's DMC-12, they are, as Bernard had suggested, items of "classic performance and value." We're talking the Axiom ADT40 printers, and ICL has acquired a limited supply for dealer purchase at a bargain price.

We'll cut straight to the Questions and Answers:

- **What's the Price?** \$350 dealer net, no additional discounts.
- **What do you mean by "Previously Utilized"?** Before you or your customers receive them, these printers will have provided service in another supermarket.
- **Have they been refurbished?** Yes. Each printer has been cleaned and refurbished, and a multi-step diagnostic has been performed. Any faulty parts, print heads, etc. have been replaced as required.
- **What's included?** The standard RS-232 Axiom printer, PIN PB000041.
- **Is the Cable included?** No. These can be purchased separately at standard discounts.
- **Are they the right color or are they someone else's colors that don't match?** They're in the standard ICL TeamPoS 5000 color.
- **What kind of shape are they in?** They're in excellent shape. They've been carefully cleaned inside and out and you won't find any ugly produce labels, scotch tape or Post-It notes stuck on them. They'll present a great image for the store to the shopper.
- **Are they all identical?** Some may look close to brand new, while others will show that they've been used before. All, however, are very clean and very presentable.
- **How old are they?** These were originally shipped in 1997.
- **Why are they available?** A major ICL customer decided that they were going to change to a newer model with additional features, and traded these in.
- **What about packaging?** The boxes are not Previously Utilized. They will be shipped in all-new packaging.
- **No Warranty, though, right?** Good News —ICL will provide the standard 12-month warranty on these Previously Utilized devices.
- **How long will they be available?** Until we run out, but it's first-come, first-served. Call ICL for availability if you have any questions.
- **How can I order them?** Thought you'd never ask. You can buy a Previously Utilized printer from this man: Mr. John Bellamy, at his usual touch-points.
- **What do I order?** Just see the table below.

<b>PIN</b>	<b>Item</b>	<b>Price</b>	<b>Inst</b>	<b>Maint</b>
PB000041R	Previously-Utilized ADT 40 Thermal Printer	\$ 350	N/A	\$ 115
PB600339	Cable, ADT 40/AT 93 to TeamPoS, .5M for integrated configurations	55	N/A	N/A
PB600340	Cable, ADT 40/AT 93 to TeamPoS , 5M for dispersed configurations	75	N/A	N/A

Please note that PB000041R is **not discountable**. The \$350 is the net dealer price.

So stock up while supplies last. A few of Bernard's (printable) ideas that may **resonate** for your business:

- Sell them into old dot-matrix sites so these customers can offer the **ISS45** Reorganized Receipt to their shoppers.
- Use them for implementing an on-site spares program with your customers.
- Fill your sparing shelves.
- Bring RORC to a standstill.

We took every last one of these refurbished units and allocated them exclusively for the **ISS45** dealers, but the number is still limited. The order desk is open!

To Your Success,

*Tony*  
 Tony van Seventer  
 Director: Supermarket Systems