

Partner Bulletin

DESIGN-R-LABELS from RTI

MB-RBO-1234

May 24, 2011

StoreNext is pleased to provide the DESIGN-R-LABELS family of products from Retail Technologies Inc. (RTI).

DESIGN-R-LABELS enables users to design and print a wide variety of signs and labels, from small HBA shelf tags to full window banners. Data can be printed and re-printed as many times as necessary.

Grocers can import data directly from ISS45 and ScanMaster, and DESIGN-R-LABELS is also interfaced to RBO and Retailix Store. Users can also employ DESIGN-R-LABELS' internal database capabilities to store custom databases of sign data with extra-long descriptions, image paths and flag fields. Using the template design module, users can design their signs and labels with logic that reduces the overall number of separate designs needed.



This bulletin describes the DESIGN-R-LABELS product and program for StoreNext dealers.

DESIGN-R-LABELS PRODUCT LINE

DESIGN-R-LABELS Store Edition (SE) – Commonly used in independent grocery operations, SE enables users to import and store data while printing the sign and label batches. They can also use desktop shortcuts or .BAT files to print out item batches automatically. The SE system can print ad hoc signs and labels using the FlashPrint feature. However, they can also design and modify any sign or label – from the smallest HBA tags to window banners. DESIGN-R-LABELS Store Edition has the added capability of designing and modifying existing signs and labels.

DESIGN-R-LABELS SE provides functions for:

- Printing in color and with images
- Template designs
- “Smart Templates” can change the template based on if/then conditions that can be inserted without programming
- Can print price changes directly from ScanMaster or ISS45 data files as well as RBO and Retailix Store
- Can print replacement tags and signs:
 - From most FM unit or PDA devices
 - From the FlashPrint module
- Prints 1/16 inch square up to and including 18.5” x 18.5” inches. For 80” x 80” printing, add the Large Format Printing Option (see below).
- Allows as many as five (5) concurrent users at no extra charge from the same store location

For a complete description of DESIGN-R-LABELS SE, [click here](#). In addition, brochures and presentations are available on the DESIGN-R-LABELS All-In-One Page on the StoreNext Dealer Support Web site.

DESIGN-R-LABELS for Independents – this new product provides all the features of DESIGN-R-LABELS SE, and is especially useful for retailers that want to customize product data – including descriptions – before printing. DESIGN-R-LABELS for Independents adds the following features to Store Edition:

- A Data Items screen that makes available:
 - Comparison of National vs. House Brands
 - Editing of data (i.e. descriptions) and/or storing modified descriptions
 - Audit of prices against POS
- Provides administrative control of users, groups and permissions
- No limits on the number of free concurrent users in the same physical location

DESIGN-R-LABELS for Chains – this is the “big” DESIGN-R-LABELS product, which is used in the chain situation or wherever there is a headquarters/host where the labels are controlled. In this environment, the head office would create the sign and shelf tags which are then printed in the stores using the DESIGN-R-LABELS print engine module (“PrintLab Suite”).

DESIGN-R-LABELS for Chains provides, in addition to the features mentioned in the above versions:¹

- Centralized template creation
- Control of RTI software updates
- Modification and/or addition data for store-level distribution
- No limit on the number of concurrent users (at no additional cost) in the same physical location (note: may require database upgrade if for more than five (5) concurrent users are required).

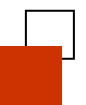
For a complete description of DESIGN-R-LABELS, [click here](#). In addition, brochures and presentations are available on the DESIGN-R-LABELS All-In-One Page on the StoreNext Dealer Support Web site.

PrintLab Suite – Printlab Suite is typically used to print signs and shelf tags at the store level in a chain environment using DESIGN-R-LABELS at the head office.

PrintLab Suite enables users to employ desktop short cuts or .BAT files for one-click printing of any shelf tags or sale signs that were designed with DESIGN-R-LABELS. Users can sort sign data and set up print notifications for the batch. PrintLab can also designate sign stock to print from any tray of any printer installed with that computer or on its network.

Printlab Suite has the ability to store data to complement printing of sign and label batches. PrintLab Suite includes FlashPrint, which allows you to print quick sale signs or shelf tags on an ad-hoc basis using stored descriptive data.

¹ Retail Technologies, Inc. defines a chain as two or more stores owned by one or more persons and the data (i.e. prices) for all locations is centrally hosted.



Large Format Sign and Banner Printing Option – large signs can change buying behavior at the point of decision, using formats as simple as a product description, price and size on plain paper. More complex signs can include high-resolution graphics and product pictures printed on high-gloss photo media. Ceiling hangers in high-traffic areas can steer shoppers toward special offers and other departments.



Whereas DESIGN-R-LABELS normally prints from 1/16 inch square up to and including 18.5" x 18.5" inches, the Large Format Option enables print sizes up to 80 inches square.

The Large Format Option can be applied to add this capability to any other DESIGN-R-LABELS product.² For a complete description of the DESIGN-R-LABELS Large Format Option, [click here](#).

DEALER PROGRAMS

Dealers can choose between two different ways to handle the DESIGN-R-LABELS products.

Selling-Only Dealers – dealers can sell the DESIGN-R-LABELS products at full dealer margins. Dealers sign up with RTI and are provided with sales training. All installation, maintenance and professional services – including Level 1 Support – are handled directly by RTI. RTI can even install the software remotely in most cases, and RTI personnel are willing to travel for installations when required.

Supporting Dealers – dealers are trained in service and support, and provide Level 1/Level 2 support to the customers. Level 3 and Level 4 support are provided by RTI to the dealer.

To get started, dealers should contact Glen Hall at RTI:

Glen Hall
glen@retail-tech.com
251-666-5151 x3008

SALES AND COLLATERAL MATERIALS

Brochures and presentations are provided on the StoreNext Dealer Support Web site on a DESIGN-R-LABELS All-In-One Page.

PRODUCT DOCUMENTATION

All user and technical documentation for the DESIGN-R-LABELS products are provided on the DESIGN-R-LABELS installation media.

² When used with PrintLab Suite, the Large Format Option will enable large-format printing, but does not provide the capability to design the labels in that location. The Large Format items would be designed at the host where the DESIGN-R-LABELS for Chains is located, and the Large Format Option would also be purchased for that host to provide the large-format design capability.



TRAINING

Dealers receive training directly from RTI.

Sales training is provided remotely with a brief on-line course requiring approximately 2-4 hours. There is no charge for sales training.

Support training is priced at \$750/day, and normally about two (2) days of training are required to complete the support course for the RTI products. The support courses are also provided on-line.

To organize training, dealers should contact Greg Hall using the above contact information.

Note! Until July 15, 2011, RTI will provide StoreNext dealers with a special half-price special on support training, reducing the price to \$375/day. So sign up and act quickly!

SOFTWARE MAINTENANCE AND SUPPORT

Selling-Only dealers – customers of Selling-Only dealers work directly with RTI to receive software maintenance and support, including all levels of software support.

Supporting dealers – supporting dealers charge and collect SMS from their users for DESIGN-R-LABELS and handle payments directly with RTI – StoreNext will not bill any RTI-related SMS. Level 1 and Level 2 support for DESIGN-R-LABELS is handled by the dealer, who then works with RTI to resolve any Level 3/Level 4 issues.

Software maintenance and support for DESIGN-R-LABELS products is priced at the end-user list prices in the chart on Page 5. Supporting dealers earn 50% of this price.

Dealers calling StoreNext for DESIGN-R-LABELS support will be redirected to RTI unless there is a StoreNext software or interface issue, in which case StoreNext will work closely with RTI to make the necessary changes in StoreNext's software and ensure resolution.

PRODUCT DELIVERY

Dealers who have been certified by RTI as Supporting Dealers will receive DESIGN-R-LABELS software masters from RTI.

These masters include the software and also the user documentation and technical documentation.

Software may be freely installed from the software masters, but this software must have a software key to run for more than 30 days. DESIGN-R-LABELS software licenses purchased from StoreNext will be communicated to RTI, which will issue the necessary software keys to the dealers.

Note: this is a "soft" encryption key provided directly from RTI. There are no key positions on the StoreNext HASP key, and the SKIF is not involved.

DEMONSTRATION VERSIONS

For customer lab (or in-store trial) sites, the DESIGN-R-LABELS software may be installed from the DESIGN-R-LABELS masters and operated for 30 days without purchasing a license. Operation after the 30-day period requires that a license be purchased and the software encryption key installed.

Dealers needing demonstration and lab software for sales and support purposes can arrange these demonstration licenses directly with RTI.



PRODUCT ORDERING

Dealers should order the DESIGN-R-LABELS products from StoreNext using the following PINs.

When ordering DESIGN-R-LABELS in conjunction with Retailx Store, please use the Retailx Store Order form.

When ordering DESIGN-R-LABELS in conjunction with RBO, you can optionally use the RBO order form, which is being updated to include the DESIGN-R-LABELS software line.

DEALER DISCOUNTS

DESIGN-R-LABELS discounts for dealers follow the RBO discount model, which applies regardless of the dealer status as a DESIGN-R-LABELS Selling-Only Dealer or Supporting Dealer.

CONFIGURATION AND PRICING

PIN	Item	Price	Inst	Maint
RTI DESIGN-R-LABELS Products and Systems				
RTI-DRL-SE	RTI DESIGN-R-LABELS Store Edition (SE)	\$ 995		\$199
RTI-DRL-IND	RTI DESIGN-R-LABELS for Independents	1,495		299
RTI-DRL-CH-HQ	RTI DESIGN-R-LABELS for Chains – HQ-Level Software	2,495		750
RTI-DRL-CH-PLS	RTI DESIGN-R-LABELS for Chains - PrintLab Suite Distributed Store-Level Printing Software	1,495		299
RTI-DRL-LFO	RTI DESIGN-R-LABELS Large Format Option Add to any DRL product to enable printing up to 80 x 80 inches.	1,000		100

