



❖ Solutions for retail printing

Take control of your company's PoS and dramatically reduce your budget and lead time...

With in excess of 10,000 installations, Image Computer Systems have over ten years' experience providing printing solutions to the retail industry. Image's exclusively developed software can provide a highly cost-effective solution for printing posters, barkers, shelf edge, tags and any other in-store requirement for retailers of all sizes, all fully integrated with existing systems and processes.

Take control

By creating predefined templates in your corporate style and merging these with your product data, all proofing can be done instantly on-screen at your head office. This eliminates the time-consuming and costly typesetting phase and allows you to preview each ticket or promotion exactly as it will appear in print without the risk of errors in implementation.



From shelf edge and product labelling to barkers and large format posters, you can ensure your corporate identity is maintained consistently across your store network. Even allow each store to print its own ad-hoc signage to a predefined corporate format.

Save time & reduce costs

By adopting an integrated solution, Image's clients have cut their lead time from an average of six weeks to less than one week for each promotional period and have reduced their annual costs by as much as 60%. Furthermore, this reduction in lead time means your business can react instantly to market conditions and gain a real competitive edge.

Flexible printing solutions

Whether you want to print your PoS in-store, at head office or using our digital bureau service, Image offer advice, supply, installation and support of all the hardware and software to meet your requirements. Our flexible integration components allow our software to be connected seamlessly with existing data sources and third party EPOS systems.

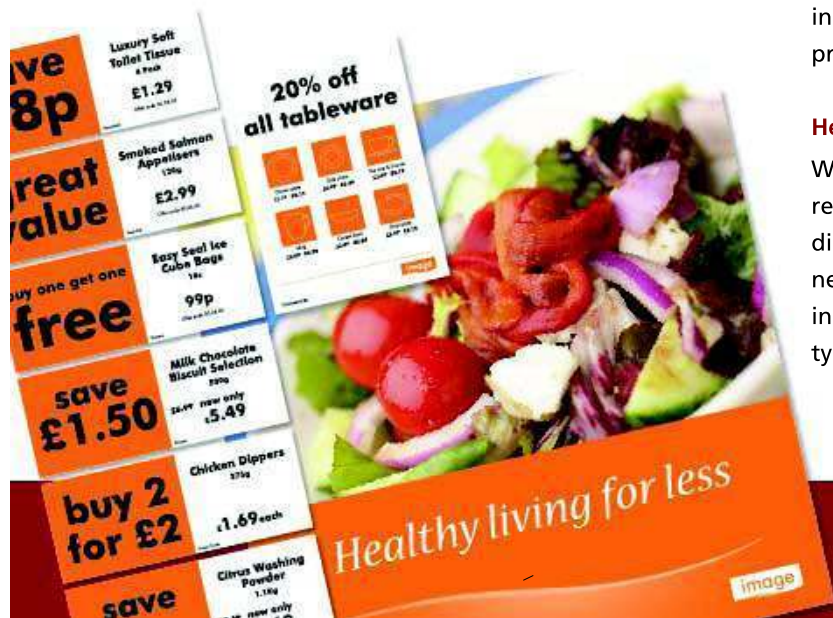
In-store

Printing on site provides the most efficient means of distributing your PoS. Once proofed at head office, your PoS can be deployed instantly via your company's WAN or intranet and printed using in-store laser printers. Lost or damaged signs and tickets can simply be reprinted on demand.

If required, Image can provide you with pre-printed media incorporating full colour images, spot colours, full-bleed printing and corporate logos which can then be overprinted in-store using an inexpensive mono laser printer. Alternatively, colour laser printers installed on site allow each store complete freedom to print full colour signage for any purpose.

Head office

With the correct hardware installed, your printing requirements can be served from head office and distributed via your own channels to your store network. With EnSign installed at head office, proofing can be done centrally, eliminating the need for typesetting and outsourced printing.



Print bureau

We can output some or all of your PoS using our digital bureau service. This provides high quality, variable data printing in any format on a wide range of media. From continuous roll labels to large format posters, our bureau service offers a versatile, high quality solution.

Once printed, your PoS will be collated and distributed according to each store's specific requirements.

Template design

Whether undertaken by your company's IT department, Visual Communications department or by us, our software makes it possible to create sophisticated variable signage including corporate fonts, images, bar codes, copyfitted text and unit price calculations for any signage or labelling requirement. Our renowned *EnSign* package makes designing your PoS easier than ever.



Integration

Image's *EnGine* component merges your *EnSign* templates with your product data for on-screen proofing and when printing. *EnGine* is specifically designed for ease of integration with third-party systems allowing it to interface with central management systems, third party data sources, EPoS systems and electronic displays. Our experience includes work with major EPoS suppliers including Torex Retail, Anker Systems plc, Fujitsu Services and many others.

Web interface

EnGine's versatility means it can be integrated into virtually any environment such as .NET, allowing its powerful functionality to be embedded into a familiar web interface.



- Shelf edge labelling
- Tickets & tags
- Health & safety signage
- Forms & documents
- Product labels
- Barkers
- Ad hoc notices
- Posters
- Swing tags
- Electronic displays

How can we assist you?

- ❖ Consultancy on implementing an integrated system
- ❖ Template designs
- ❖ Full custom solutions
- ❖ Data manipulation
- ❖ Promotions management facilities
- ❖ Bureau printing service
- ❖ Printer hardware and consumables
- ❖ Pre-printed media

About us

Specialists in barcode labelling and variable data printing since 1979, Image develops, manufactures and distributes its own range of hardware and software solutions. We have over 150,000 products installed world-wide, addressing all printer technologies and any system or platform. Our wide retail portfolio includes Beales, Co-op, Musgraves, Slater Menswear and Makro.

Image provide integrated PoS systems for any business. Contact us on 0845 299 7096 to discuss your requirements.

Find out more at www.retailprintsystems.com

EnSign 

EnGine 

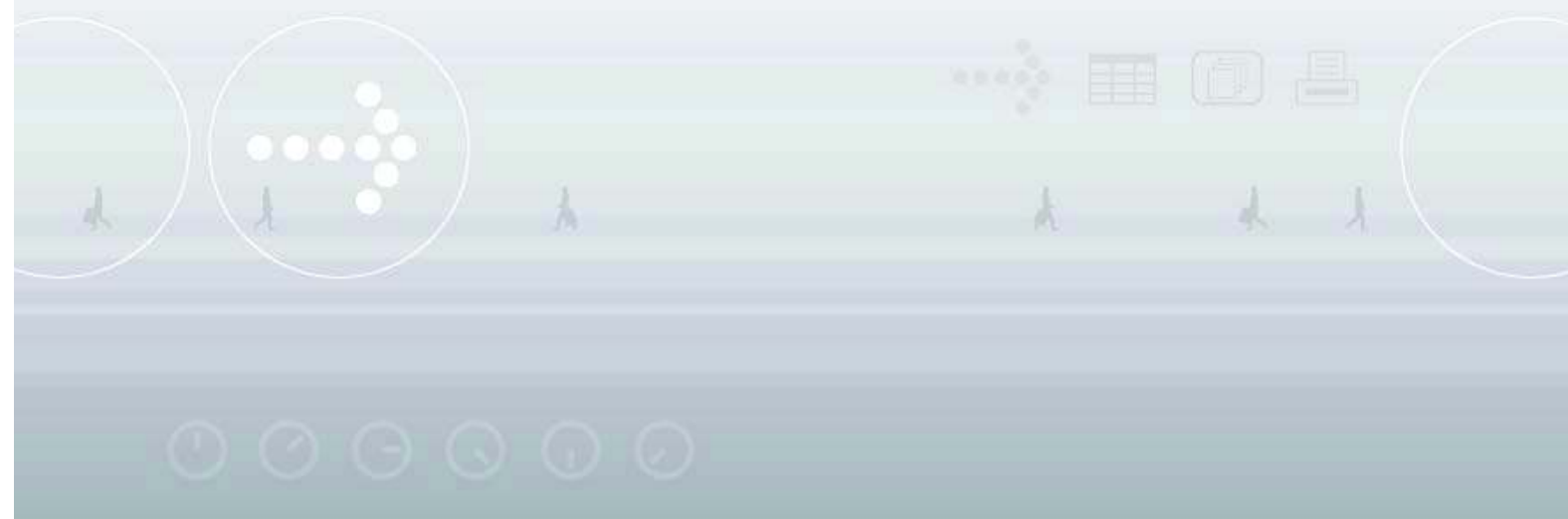


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