

# 2ST™ ... Two Sides Are Better Than One

**NCR originally invented the receipt. In the late 19th century NCR didn't simply sell cash registers, we created the "demand" for the receipt. Now in the 21st century, 2ST™, the next step in thermal printing evolution is here. What "demand" can we create for your business?**



*2ST™ - The next generation in thermal receipt printing*

## Demand Creation

2ST™ can provide you with a valuable tool to enhance your marketing effectiveness with your customers. Discover the possibilities of variable, targeted messaging printed on the front or back of the receipt. Use the power of color to grab your customer's attention and win their loyalty.

- Promote products & services, run contests, customer surveys
- Change your promotions weekly, daily or by transaction
- Eliminates the need for preprinted rolls. No roll waste due to messaging obsolescence
- A direct communication method at checkout that you control
- Affordable on demand color printing

## Reduce Your Total Cost of Ownership

2ST™ allows you to split your receipt and use up to 45% less paper, dependant on receipt format. Benefits of 2ST™ are:

- Fewer roll changes and a more manageable receipt allowing your customers to checkout quickly
- Save 5% - 25% on your annual receipt paper investment including freight and storage
- Help decrease receipt fraud. A two-sided receipt is much more difficult to duplicate, especially when one side is printed in color
- Utilize the variable print capabilities of 2ST™ to print specific product information, as well as Warranty & Return policies

## Environmentally Friendly Technology

The use of 2ST™ thermal paper can positively impact our global environment. Taking advantage of both sides of the receipt can result in the following.

- Fewer trees harvested
- Gallons of fuel conserved
- Kilowatts of electricity saved
- Decreased water & air pollution
- Reduction in carbon dioxide emissions (greenhouse gas)

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\* This technology is protected under United States patents 6,784,906 / 6,759,366 and their foreign equivalents, and additional patents pending.