

Design and print your own shelf-edge labels and price display tickets using TicketWriter XP

Ticketwriter XP Prelude, Ticketwriter XP and Alphasign make it easy to produce display tickets quickly and cost-effectively on any in-store PC... and respond to changing market conditions at a moment's notice. Tailor-made ticketing packages are available to retailers in the food, fashion, furniture, electrical, homewares, DIY, garden centre and motor sectors - and more are on the way.

TicketWriter XP Prelude can be integrated with your **EasyRetail** system allowing product data from the stock databases, such as model numbers, descriptions, makes and prices, to be merged into your price display tickets as they are being printed. Allied to your EasyRetail system and a standard inkjet or laser printer, TicketWriter offers you a straightforward and highly cost-effective integrated solution for designing and printing your own in-store shelf edge labels, tickets, in-store promotions, ad-hoc signs or any other in-store printing requirement.



Laser Ticketing is the smart solution to producing display tickets in-store.

Established world leaders in point-of-sale ticketing and the only company dedicated exclusively to retail ticketing. Laser leads the way in developing PC based software and systems for large multiples and small independents alike... from department store groups and national chains to single shops.



EasyRetail - TicketWriter Link Module

The TicketWriter Link Module integrates EasyRetail with TicketWriter XP Prelude. Label merge files containing field data from selected product records, such as model numbers, stock codes, prices, discounts and descriptions, created from within EasyRetail, are automatically picked up by the TicketWriter system and merged into the relevant label templates before the labels are printed.



- Links EasyRetail product records to TicketWriter Prelude shelf-edge label and price ticket design software
- Product data for price tickets is passed to TicketWriter Prelude in CSV merge files
- Ticket maintenance screen on each product lets you store additional details regarding the product that are merged into a label template designed within TicketWriter

- Includes up to five selling point fields
- Current price and two previous price fields
- Room for two base line messages



- **Ticket** button on product maintenance screen automatically creates a TicketWriter merge file when clicked
- Option exists to create a batch merge file for selected product groups, sub-groups, makes and models.

