



QUALITY • DEPENDABILITY • SERVICE

GOLDEN

BUSINESS FORMS, INC.

1-800-798-0197

www.goldenroll.com

ROLLS



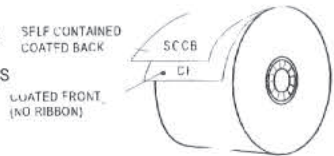
HOW TO 'TALK' ROLLS

- Point of Sales rolls, are often referred to as P.O.S rolls. Sometimes called Point of Purchase (P.O.P.) Sizes vary.
- Some rolls are run in millimeters. We convert most of ours to standard measurements but can run millimeters. To convert millimeters to inches, divide by 25.4.
- A warning mark or end of roll mark is standard on all P.O.S. rolls. It is 3 foot long and starts at the core unless the customer specifies differently. Our warning mark is red in color and is placed on the roll to let the register attendant know he or she is almost out of paper prior to running out in the middle of a transaction.
- A sample roll of the product is all we need to spec it out. If your customer is unsure of the specs., this is actually the best way to avoid mistakes....
- The I.D. of the core is an important spec. If the core I.D. is run too small, the core won't fit onto the shaft of the machine and the rolls will be unusable. There are solid and honeycomb cores. We will run to machine specs if the machine type and number are provided.
- There are 3 common types of cores. Honeycomb, solid, & fiber. Most P.O.S. rolls are run on honeycomb cores.
- We can and sometimes still do run rolls on fiber cores. We do not recommend this. The fiber dust from the cardboard cores can cause machine problems. Our standard cores are all plastic.
- We can attach the paper to the core but this is a manual process and adds to the cost.
- If the P.O.S. roll is printed, it is important to know the repeat of the print as this determines what size press it will need to run on. To determine this measure from the top of one printed image to the exact spot of the next printed image, this would be your print repeat.
- Which side the print is on and which way it reads is very important.
- Most cases of P.O.S. rolls come 50 to a case. Size of the roll and customer preference is what determines this. We have packed from 1 to 100 rolls to a case.
- On thermal rolls it's important to find out which way the thermal coating winds. Is the thermal coating wound in or out? Standard is out, but we've ran plenty of rolls with the thermal wound in!
- We do not recommend printing on the image side of thermal paper. We do recommend screening backside printing to avoid "show" through.

Point-Of-Sale Paper Terminology

Bond

Bond paper is "plain" paper that is free from impurities. It is noted for its strength and durability. This grade of paper has a long life, retains character images and resists fading.



Carbonless (no carbon required)

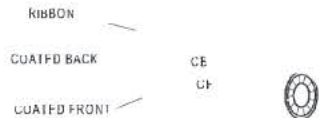
This type of bond paper is coated so that two pieces of paper create duplicate copies without a carbon sheet. These rolls are generally two ply rolls. The top ply of paper has a coating on the back and the bottom ply has a coating on the front. When these two coatings are pressed together, microcapsules of clear ink combine to produce either of blue or black image.

"Self contained" paper is another kind of carbonless paper that works on impact alone. With this type of paper, both chemicals are on the same side of the sheet and only need pressure to create an image. No ribbon is needed!

Listed below are several popular combinations and their common abbreviations.

CB/CF – Coated back/coated front

General used in cash registers and financial equipment, this is the most popular combination. A ribbon is still required to image the first ply.

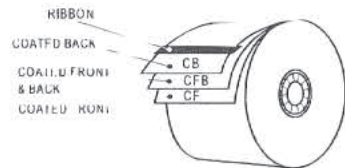


CB/CFB/CF – Coated back/coated front & back/coated front

A ribbon is still required to image the first ply.

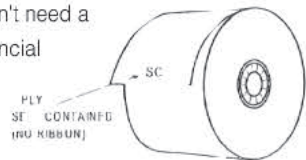
SC-Self Contained

Can be one or two ply. Offered in many different basis weights, and calipers. A ribbon is NOT required in this instance.



SCCB/CF – Self Contained Coated Back/Coated front.

This roll combines all technologies to provide a roll that doesn't need a ribbon or carbon paper. This is a popular combination in financial equipment and is more economical than two plies of SC would be.



Thermal

Thermal paper is specially coated so that the heated printhead in the printer creates an image. Thermal printers are used in applications where excellent character definition, cleanliness, speed and low noise are the requirements. Thermal papers come in various grades reflecting their sensitivity to heat intensity which may be higher or lower depending on the machine. Usually the more expensive the paper, the more sensitive the paper and the better the quality of the image. For some applications however, a lower grade of paper is perfectly suitable.

Cores

The core is the center tube to which the paper is attached during winding. In certain machines, cores play a vital function in the operation of the printer. In these machines, a metal or plastic driver is inserted into the core and jogs the paper forward. For this reason, the inside diameter of the core must be the proper size for the driver to fit through the roll.

In other machines the core is not essential because paper sits in a cradle and is pulled into the printer via friction.

Cores come in various configurations and sizes and are made primarily of either plastic or fiber-cardboard material.

Point-Of-Sale-Technology

The term is often used in connection with hardware and software for checkouts, and in the case of variable locations, with wireless systems.

POS systems started as UPC/EAN barcode reader systems, and have evolved into fully computerized cash register systems.

POS is an acronym for **point-of-sale** (or point of purchase). This can mean a retail shop, a checkout counter in a shop, or variable locations where transactions occur.

POINT OF SALE PRODUCTS

What is one way to get a repeat customer? Advertise, advertise, advertise.... and give a reward. A free drink, discounts, or a free product lures the customer back. Custom printed rolls increase costs, but those costs can be offset by increased business. Eye catching ads will impact buying habits.

Other ideas include incorporating logos, security features, and sales messages. Custom printed rolls are a great way to market restaurants. Include different logos on the same receipt to effectively cross market brands. ** Retailers estimate that 1 of every 4 returns are fraudulent. The most authentic receipts come from your customers own printed receipt.



Product offerings include:

- Up to 4 colors
- Security features
- Warehousing available
- 1, 2, and 3 part rolls
- Long and short runs
- \$300 minimum order

ATM RECEIPTS

At GBF, we not only do traditional forms...but ATM receipts as well. Our quality and on time delivery is unmatched in the industry.

If you currently do not sell ATM receipts, GBF can help! Give us the make model number, type of paper (bond or thermal), number of colors, and quantity and leave the rest to us. You won't be disappointed.



Our ATM ticket offerings include:

- DIEBOLD

- NCR

- FUJITSU

- TRITON

- And many others

Teller rolls are slowly replacing deposit slips. GBF manufactures these as well. This is an example of technology forcing cut-sheets into roll format!

Other ATM ticket offerings include:

- Long and short runs

- Up to 4 colors

- Warehousing available

- Security features

- \$300 minimum order

GAMING ROLLS

Golden Business Forms is a leader in gaming roll production. More prevalent in cities large and small, gaming establishments have become riverboats to full fledged casinos. It seems there is a gaming establishment just around the corner. Around that

same corner is "opportunity". Many of these establishments have implemented coin-less paybacks. Most of these new machines use rolls or fanfold forms. The cashiers at these establishments generate numerous roll receipts every hour.



Gaming roll features:

- Up to 4 colors

- Warehousing available

- 1, 2, and 3 part rolls

Long and short runs
\$300 minimum order

Security features include:

- Thermochromic ink
- Coin reactive ink
- UV ink
- Tamperproof tape on cartons



MOBILE PRINTER ROLLS

Mobile printers are the future. Initially, these printers played a limited roll in business targeting small label applications. Current applications include inventory control and invoicing. Many companies use this technology as a daily part of doing business. Custom printer rolls allow customers individualized name and product recognition.



Golden Business Forms your expert for mobile printer rolls

- Up to 4 colors
- Security features
- Thermal & bond papers
- Long & short runs
- Warehousing available
- \$300 minimum order

PARKING TICKETS

How has terrorism affected the form and roll industries? Since 911, parking citations have been written at an all time high rate. With the elevated terror alert since 911, airports, colleges, stadiums, hospitals, and universities are less patient with parking violators. We manufacture these in both roll and fan-fold form.

Traditional parking citation books will be a thing of the past. Currently, information is being entered into a hand held computer, printing a citation immediately. The process of police departments issuing citations will be changed forever.

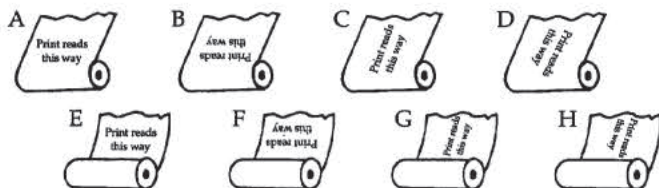


Parking Ticket features:

- Up to 4 colors
- Security features available
- Quick turn around
- Long and short runs
- Warehousing available
- \$300 minimum order

ATM AND POS ROLL SPECIFICATION SHEET

1. ATM or POS Machine Number _____
2. Quantity of Rolls _____
3. Length of Roll _____ (feet) or Roll Diameter _____
4. Width of Form _____
5. Number of Plies _____
6. Form Image Repeat (Top of image to top of next image) _____
7. Cores: ☐ Solid ☐ Honeycomb
 Form Affixed to Core ☐ Yes ☐ No
 Inside diameter _____ Outside diameter _____
8. Plies Printed? _____
 Ply 1 Front ☐ Back ☐ Ply 2 Front ☐ Back ☐ Ply 3 Front ☐ Back ☐
9. Paper:
 Ply 1: Weight _____ Grade _____ Color _____
 Ply 2: Weight _____ Grade _____ Color _____
 Ply 3: Weight _____ Grade _____ Color _____
10. Ink Color(s):
 1) Color _____ Front ☐ Back ☐ Ply _____ 2) Color _____ Front ☐ Back ☐ Ply _____
 3) Color _____ Front ☐ Back ☐ Ply _____ 4) Color _____ Front ☐ Back ☐ Ply _____
11. Timing mark? ☐ Yes ☐ No
☐ Set timing mark to O.E.M. spec ☐ Set timing mark per sample enclosed ☐ Set per special instructions
 Timing mark wound: ☐ Out ☐ In
12. Warning mark required? ☐ Yes ☐ No
 (If Yes, our standard will be used as follows: Placed 3 ft. from core and approx. 4 ft. long.)
13. Rewind option (circle letter that corresponds with rewind required)



14. Packaging (number of rolls per carton): _____ /cs
☐ Standard ☐ Special (explain) _____
15. Shipping Instructions: _____

Form Name: _____

Ordered By: _____

Date: _____

Dealer Name: _____

Ship To: _____

Address: _____

Attn: _____

Phone: _____

Fax: _____



614 MAIN STREET • GOLDEN CITY MO. 64748

PHONE: 800/798-0197 • FAX: 800/242-7428

EMAIL: goldroll@ipa.net • www.goldenroll.com