

Most labeling methods have too many materials and steps and are difficult for crews to handle. When processes are time consuming or manual, the correct steps are not always followed. Not only do current methods add time to order processing and distract workers, but staff can also make mistakes and unmarked orders lead to inaccuracies and waste.

Top 5 current labeling methods:

1

No current label

- Prep instructions not always close to prep area
- Distracting to look at prep instructions and then back at food

2

Tearing tape to attach receipts

- Gloves get stuck to labels
- Dispenser easily misplaced

3

Peeling pre-printed labels or stickers off of liners

- Gloves get stuck to labels
- Liner = waste

4

Stapling to attach receipts

- Staples can fall into food
- Stapler easily misplaced

5

Writing with grease pencils or markers

- Easily misplaced
- Slow or difficult to read

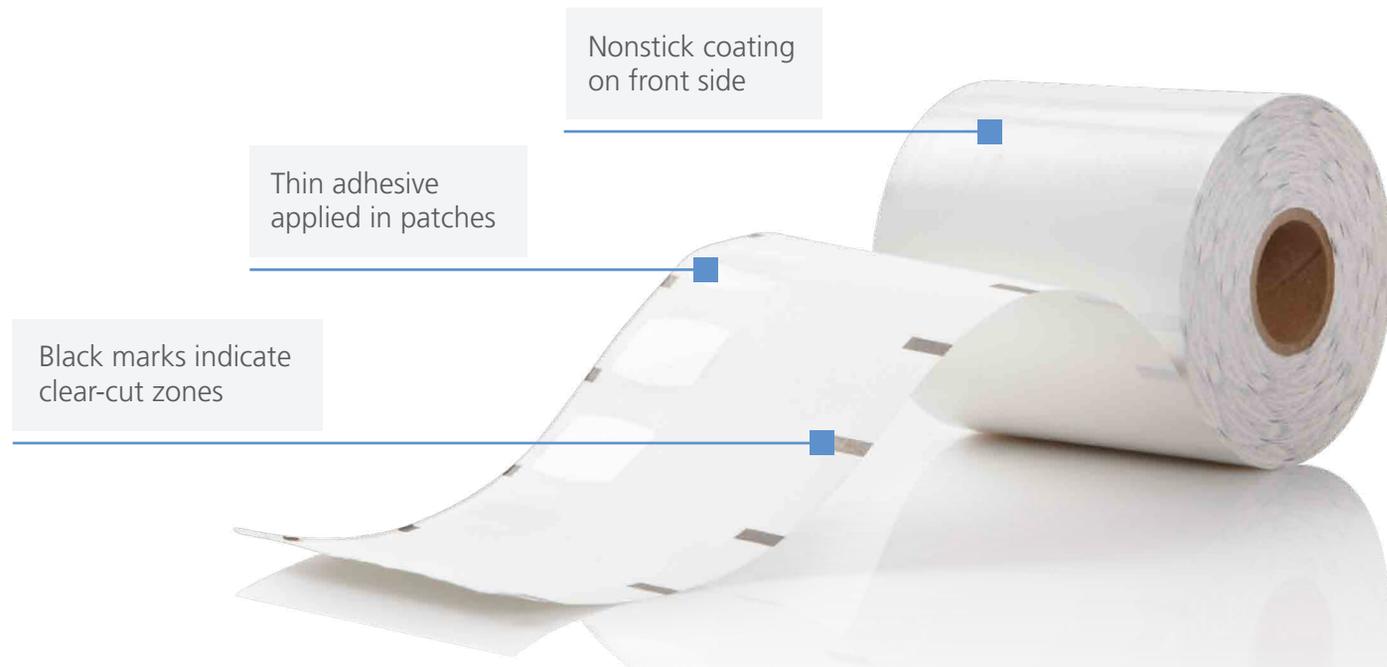
Deliver superior service to your customers

Do you want your restaurant to operate more efficiently?

This document will familiarize you with a new advancement in order labeling.

Introducing NCR Sticky Media™

NCR Sticky Media makes labeling orders easier in the hustle and bustle of your kitchen. Allow your staff to focus on improving productivity and order accuracy: If you are not labeling orders today, you will understand why you should in a minute!



NCR Sticky Media benefits

1 Productivity

2 Accuracy

3 Customer Satisfaction

NCR Sticky Media is a new labeling solution for restaurants combining a paper receipt and a label so you can replace manual or traditional labeling methods. The solution looks like a traditional paper roll and runs in a modified POS printer. Apply NCR Sticky Media on multiple types of packaging, making restaurant operations more productive and profitable.

Top Reasons to Implement NCR Sticky Media:

Improved productivity

- One product eliminates multiple consumables like loose receipts, tape, stickers, markers or labels
- Continuous roll allows for labels of variable length

Improved accuracy

- Offset adhesive patches allows crews to grab paper instead of adhesive
- NCR Sticky Media provides an increased heat resistance over typical thermal receipts

Increased customer satisfaction

- Potential productivity and order accuracy improvements can shorten lines and increases your revenue and margin
- Zoned adhesive technology reduces printer jams and increases uptime

Environmental impact

NCR Sticky Media is unlike regular labels that have a liner. Since NCR Sticky Media wraps onto itself there is no liner. Users never have to landfill liner. Without the liner the solution has more labels per roll and weighs less. You save on freight, fuel and emissions.

Without the liner, this solution allows more labels per roll and uses fewer cartons. Fewer cartons saves on freight, fuel and emissions.

A 1000 store chain using NCR Sticky Media for customer orders would eliminate approximately 150,000 lbs of liner material from landfills annually!

*based on 350 orders/day



Grow your profit with NCR Sticky Media

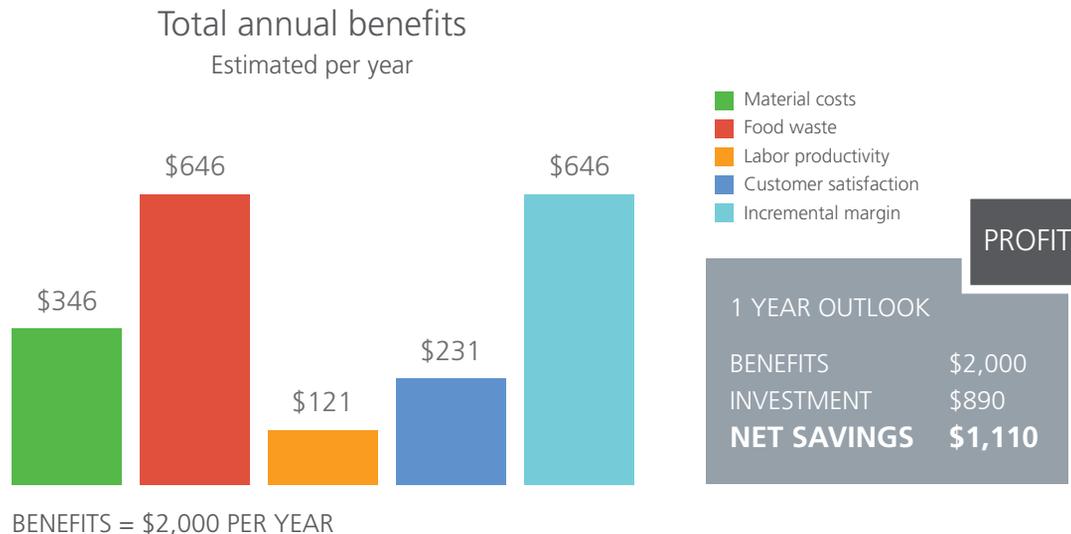
NCR has a business impact model to illustrate how NCR Sticky Media can improve your costs and grow your revenue over time.



NCR Sticky Media business impact model

The NCR Business Impact Model calculates the benefits of changing from common methods of labeling orders to using NCR Sticky Media. In the example below, benefits of \$2,000 come from several areas of savings. After the initial investment of \$890, a net savings of \$1,110 is realized. Let NCR run a Business Impact Model for you today to see how much you can save!

For an investment of less than \$890 per store, you can realize a bottom line net savings of \$1,110 per store per year.



What customers are saying about NCR Sticky Media

"There would be a "revolt in the grill" if we had to go back to the old way of sticker plus receipt."

"Eliminates pens and markers—an annual savings of about \$500 per year."

"I like the product and that it really helps during the midday rush since we have so many web orders."

"Production crew uses grill slip procedure more consistently because it doesn't stick to gloves."

"We would not go back to the old method of attaching scotch tape to the receipt."

"Oh yeah, this sticks much better! I like the adhesive on the side."

"Decreases accuracy complaints by up to 25%."

Save time and money with a receipt that sticks

There are many restaurant labeling applications for NCR Sticky Media. Some of these labeling applications include: custom orders, drive-thru orders, take out, and beverage identification. In addition, the flexibility of NCR Sticky Media provides multiple applications outside of a restaurant.

Let us show you how NCR Sticky Media could provide a positive impact to your bottom line.



For more information on
NCR Sticky Media,

Contact us



Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 300 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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