

Setting Up eGift Cards in the Catalog Manager

To get started, gift cards need to be created in the Catalog Manager. See below. Start by selecting New Product and set the product type as Gift Card. This will prompt the system to generate a card number when an order is placed. Give the gift card a name (For example: use the card \$ value in the title) and make the retail price the cost of the card. The Gift Card should not be taxable and activated for each customer class that can purchase them.

Please note: the customer class tiles at the bottom of the product screen do not include the discount field. Gift Cards cannot be discounted using customer class discounts. Discounts on gift cards can be done with a POS quick discount, a discount rule, or a promo code.

The screenshot shows the ORDERPORT ADMINISTRATION interface. The top navigation bar includes the ORDERPORT logo and the word 'ADMINISTRATION'. A user greeting 'Welcome, Rick Belisle' and a 'Log out' link are visible. The main content area is titled 'Catalog Manager' and 'Very Fine Winery'. A dark navigation bar contains links for 'New SubGroup', 'New Product', 'Clone Product', 'Delete Product', and 'Groups'. The main product title is 'Product: Gift Card \$100'. Below this, there are tabs for 'Product Info', 'Group & Sub Groups', and 'Status'. The 'Product Info' tab is active, showing various fields for product configuration. An orange arrow points to the 'Product Type' dropdown menu, which is currently set to 'Gift Card'. Other fields include 'SKU' (88881111-0243), 'Part No*' (0243), 'Product Category' (Sean's New Category), 'Title*' (Gift Card \$100), 'POS Title*' (Gift Card \$100), 'Point of Sale Printer Mode' (Receipt), 'Hidden On' (checkboxes for Point of Sale, Web Store, Admin Cart, Wine Club, UApi), 'Registration No.', 'Brand Name', and 'Navision Product Type' (Gift Card). A 'Select Image' button is also present. At the bottom, there is a table with columns for 'Declared Value', 'Cost', 'Weight', 'Low Stock', 'Tax', and 'Touch Qty'. The 'Declared Value' is \$100.00, 'Cost' is \$0.00, 'Weight' is 0.10 lbs, and 'Low Stock' is 50. The 'Tax' checkbox is unchecked, and 'Touch Qty' is 0. Below this table, there are fields for 'Basket Min', 'Basket Max', 'Cust. Acct. Max', 'Real Time Inv Track', and 'Adult Signature'. The 'Adult Signature' checkbox is checked. At the very bottom, there are fields for 'ShipCompliant Product Key', 'Tax as Wine', and 'Tracked Free Tasting'.

Once the product details are set, go to the Group and Sub-Groups tab and add the product to a group or create a gift card group in the Webstore and Point of Sale. The new product needs to be made active when its available for purchase and inventory needs to be added in the Inventory module to enable the gift card to display in the webstore.

Once a product has been created in the catalog manager it can be cloned to create versions and inventory needs to be added for each version created.

When a Gift Card is sold in the point of sale the clerk is prompted for a card number after the gift card is added to the cart. If the customer is purchasing a physical card the clerk enters the card number found on the back of the card. To prompt the system to generate an eGift Card the clerk enters 16 zeros. The customer will receive the gift card info that is generated when the order receipt is emailed. An emailed receipt is required for eGift Card purchases in the point of sale.

More on Gift Cards

Gift card purchases show in the Business Summary Report as a gift card deposit. When the gift card is used, the amount used will show up as an applied payment under the type Gift Card.

The eGift Cards are compatible with Apple Wallet. When customers receive their gift card details, a prompt will ask the customer if they would like to add the gift card to their Apple Wallet. Using Apple Wallet will enable customers to pay with their phone. Clerks can scan the code presented after clicking on the barcode symbol on the gift card payment screen. The OrderPort app will need access to the iPad or iPhone camera to complete the scan if a hand-held scanner is not being used with the POS.

Once eGift Cards are activated all webstore purchases of gift cards will generate an eGift Card. The *Lost Gift Card* function in the point of sale can be used to transfer funds from an eGift Card to a physical card.

UPS and FedEx will still provide shipping rates as for a gift card as with any other product. To prevent customers from selecting paid shipping for an eGift Card the weight for eGift Cards needs to be set to 0. If this is done the system will not ask the customer to select a shipping method or a pickup location, they will simply have to enter payment info and they will receive the appropriate email.



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Gift Card Program

The Gift Card Program That Grows Your Business

Gift Card Order Form

Please complete a separate order form for each card you are ordering

Winery Name: _____

Shipping Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Notes: The shipping address will be used for delivery of completed gift cards. The winery contact will be used for production questions, scheduling and proof approval.

Gift Card title: _____

Back of Card

A standard layout will be used on the back of the card. It will include the magnetic stripe, barcode, human readable number and a pin number. Also included is your winery website address, phone number and text describing the gift card use policy. Please enter your website address and phone number below. Please review the provided text and indicate "Approved without Changes" or update the text and "Approved with Changes".

Website Address: _____

Customer Service Phone: _____

Back of Card Text:

"Treat this card like cash. This card may be redeemed only for goods and services at the issuing winery location(s). Except as required by law, this card is non-refundable and is not redeemable for cash. Change will not be given. Unused cards that are lost or stolen can be replaced with receipt only. Use of this card constitutes acceptance of the issuing winery written Terms and Conditions."

Approved without Changes

Approved with Changes



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Order Quantity

See cost table below

Please order: _____ Units

Quantity	Unit Cost	Extended Price	Color Specification
250 Minimum	\$1.20	\$300.00	Printed 4/1 Process CMYK
500	\$1.00	\$500.00	Printed 4/1 Process CMYK
1,000	\$.90	\$900.00	Printed 4/1 Process CMYK
2,500	\$.75	\$1,875.00	Printed 4/1 Process CMYK
5,000	\$.70	\$3,500.00	Printed 4/1 Process CMYK
10,000	\$.65	\$6,500.00	Printed 4/1 Process CMYK

- Enrollment in the Gift Card Plus Program \$10.00 per month
- Gift Card Printing Setup Fee: \$100.00 per card design
- Shipping FOB factory. Shipping cost will be added. Sales tax where applicable.
- Turnaround time: (4) weeks from the date of proof approval
- Rush Service: requires approval (7-10 Days — Plus 30%, 2 weeks — Plus 25% for standard 4/1 print jobs)
- Terms: The credit card on-file with OrderPort will be charged for the full amount of the order when it ships.

Name Printed	Signature	Date

Email completed order form to Traci Parker at traci@orderport.net



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Digital Art Specifications

The following instructions provide your designer what they will need to prepare your Gift Card Plus design to the required specifications for printing. Supplied files that are not to specifications may result in additional charges for file correction or loss of quality.

Face of the Card (See Attached PDF with Art Templates for Reference)

If the card face features a continuous color or an image that runs off the edge(s) of the card, you'll need to:

1. Submit your design with a 1/8" BLEED
2. Keep your important images, logo and text within the LIVE AREA
3. Avoid placing anything important within the 1/8" Margin

Gift Card template CR80

The final size of a plastic card is 3.375" wide by 2.125" high. The total submitted size, including a 1/8" BLEED all around is 3.625" wide by 2.375" high. A very helpful formula for Black using the CMYK "gang run" printing process is: 40% Cyan, 40% Magenta, 40% Yellow. Don't worry about making the corners rounded, that happens during the production of the cards.

Back of the Card

The back of the cards will be printed with (1) color (Black)—no BLEEDS. OrderPort will use a standardized layout for the position of the magnetic stripe, barcode and human readable card number. The magnetic stripe is positioned at the top edge of the card. The Bar-code is positioned at the bottom of the card with the human readable card number just above it. Most cards will be redeemed in the tasting room by swiping the mag-stripe through your POS swiper. The barcode enables your clerks to also scan the card if you are using OrderPort bar-coding. The human readable number will be used by customers when using the gift card for purchases in your online store. If the face of your card design does not include contact information for your winery such as website address, phone number and customer service email, we recommend that you include this information on the back of the card. OrderPort will position the contact information you provide between the magnetic stripe and the human readable card number.

Acceptable Software Applications

- Quark 7 or earlier
- Illustrator CS4 or earlier
- Photoshop CS4 or earlier
- InDesign CS4 or earlier



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Digital Art Specifications, continued

Unacceptable

- ALL other native applications (i.e.: Word, Publisher, Excel, PowerPoint, etc.)
- ANY graphics copied and pasted from an internet website

Recommended Colors

- Process CMYK Colors
- Monochrome ONLY, Black and White images only. Grayscale halftone images are difficult to overprint on thermal printers.

Colors NOT Recommended

- RGB Colors
- Index Colors
- LAB Colors
- Pantone Colors (unless spot color arrangements have been made)
- Duotone, Tritone, Quadtone Colors

Color Instructions and Comments

- ALL unacceptable colors will be converted to process CMYK and color may vary from the original file.

Acceptable Images (Minimum 300 DPI Required)

- EPS – with all fonts converted to outlines
- TIFF – flattened
- PDF – with all fonts flattened
- JPEG – not recommended

Design File Submission

In order to prevent corruption of files during email transmission, files MUST be stuffed or zipped in a SELF-EXTRACTING archive such as Stuffit or PC Zip. We also STRONGLY recommend that the stuffed file be BinHex encoded before being emailed.

Files should be emailed to rick@orderport.net and be sure to include your email address and phone number for follow-up questions and proof approval.

Note: .EXE files are unacceptable as they cannot be opened on a Mac.



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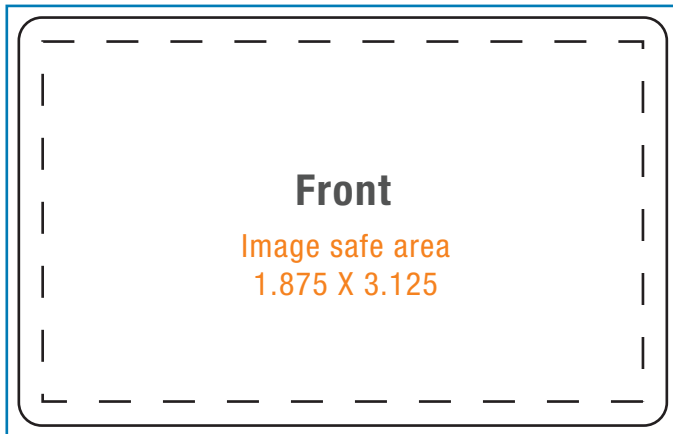
Gift Card Program

Design Templates

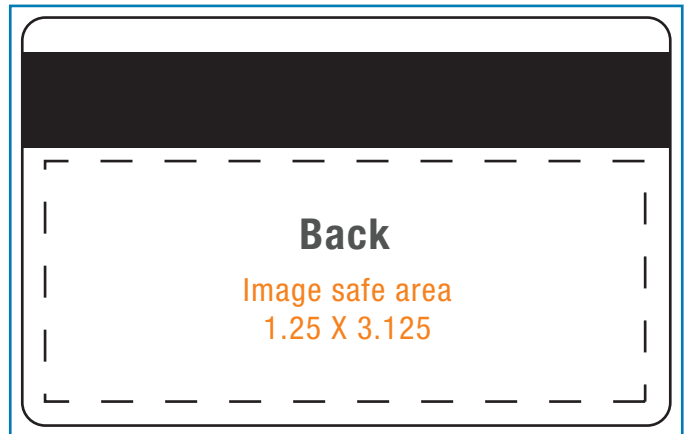
CR80

2.125" x 3.375"

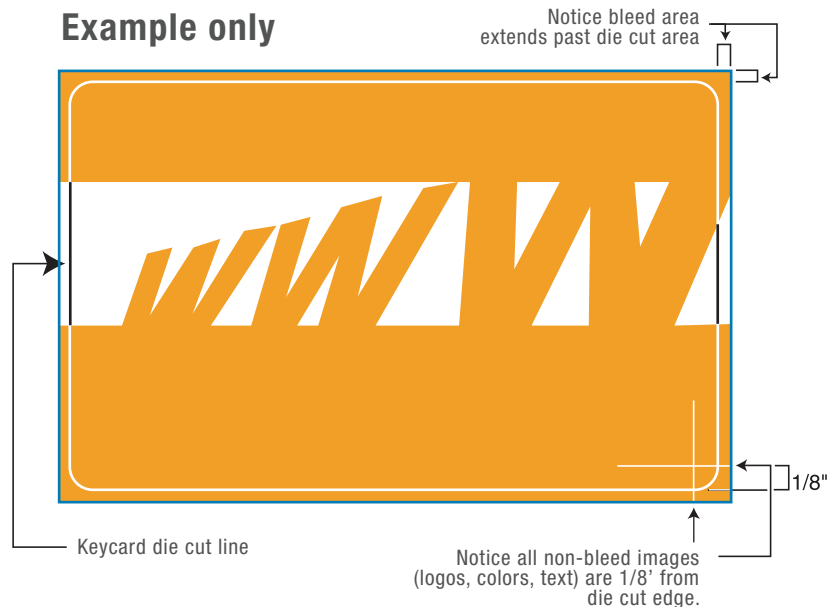
Bleed Area 2.25" x 3.5"



Bleed Area 2.25" x 3.5"



Non-bleed images may not be closer than 1/8" to all card edges.



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