

# PriceCardPro<sup>®</sup>

a MagiCard Solution

The complete solution for printing food safe, durable labels on demand.





# Why PriceCardPro?

Creating food labels can be time consuming and the results can be unappealing and inconsistent. Handwritten laminated paper labels often peel apart, stain or discolour easily and the fibres can even contaminate food products.

You have plenty to think about during your working day. Don't waste time handwriting labels when you could be creating new product ranges and keeping your customers happy.

**Now there is an easier way...**

PriceCardPro is a seamless system for printing professional, hygienic and durable price cards in three simple steps:

1. Select a pre-defined card template;
2. Add your brand, product name, price, description and any allergen and/or mandated nutritional information;
3. Hit print and in less than 10 seconds your wipe clean, high quality price card will be ready for display.

**EYE-CATCHING** - PriceCardPro will provide you with eye-catching branding for your display. The cards are durable and can withstand most display environments. Your high quality and professional display will ensure your customers feel confident their decision to come to your store was the right one.

**ON DEMAND** - Last minute change of display or trying a new product? No problem, PriceCardPro can print labels on demand and in-store with just a few clicks.

**COMPLIANT** - Easily add nutritional and allergen information to pre-defined templates.

**SAFE** - The materials used in PriceCardPro labels have been accredited by ISEGA\*\* as food safe. They're hygienic and wipe clean, so no smudging or food stains making the display look untidy. There is also no risk of potential food contamination.

**You'll save time and sell more stock each week.**



# Nutritional information

You are required to make sure your customers can clearly read and understand all the nutritional information in your food-based products. The 140mm label cards mean you have the space to show the allergens in each product as well as any other information required. Instant reassurance for you, your staff and most importantly, your customers.

**YOUR BRAND**

## Give your product a name...

**£8**

### Sell more stock

The 140mm labels provide your customers with more information about the products on display. The fonts available will make your displays look professional and appealing to the eye.

**Nutrition facts:**  
Space to provide the important nutritional information.

**Allergens:**  
Let your customers know about any allergens present.

# Software

The PriceCardPro printer range has software available to use on any Windows computer. Even those with little or no computer experience will grasp the easy design with drag and drop placement.

The software comes with ready prepared templates and allergen symbols so you don't have to spend your time searching online for the correct images.

If an item is discontinued but you wish to return to it at a later date, simply use the search and filter database of all products you have printed. No need to create the label again from scratch. You can add your own individual barcode should you require it and import data from your own stock management system.





## PriceCardPro 100

The PriceCardPro 100 printer is the budget label printing solution. It prints your mono or full colour design, single sided on 100% fully food safe credit card sized cards.

Do not underestimate its tiny frame. Designed from the ground up to be best in class: the powerful PriceCardPro 100 packs a mighty punch. With a focus on high speed, the highest quality and with the environment a key factor in every aspect of its design and manufacture, the PriceCardPro 100 has been developed to exceed the expectations of today's tech-savvy and connected consumer.

**Small footprint** – Small but mighty, the PriceCardPro 100 proves that the best things come in small packages. With its small footprint and light weight, the PriceCardPro 100 is ideal for smaller stores with a more limited range of products.

**High speed** – Quick to set up, quick to operate and quick to deliver the best results. The PriceCardPro 100 offers the highest print speed in Magicard's smallest printer package available today.

**Quality** – The PriceCardPro 100 packs a mighty punch delivering HD photo quality printing out of the box. Delivering photo-realistic colour reproduction, and with top-quality edge-to-edge printing guaranteed, your printed cards will never look so good.



### Printer features

|                           |                            |                           |                              |
|---------------------------|----------------------------|---------------------------|------------------------------|
| Optimised colour profiles | 50 Card input hopper       | High speed print          | 3 Year PriceCardPro warranty |
| Edge to edge              | Remote management          | Ethernet                  | Small footprint              |
| Digital shredding         | DTC Photo quality printing | VISUAL SECURITY HoloKote® | CUSTOM HoloKote®             |
| Food safe printing        |                            |                           |                              |

### Printer capabilities

|                      |  |
|----------------------|--|
| Edam £1.99 per lb    | <ul style="list-style-type: none"> <li>• 85.6 x 54 mm black or white cards</li> <li>• Monochrome dye film</li> <li>• Single sided</li> </ul> |
| Wholemeal loaf £1.25 | <ul style="list-style-type: none"> <li>• 85.6 x 54 mm white cards</li> <li>• Full colour dye film</li> <li>• Single sided</li> </ul>         |



## PriceCardPro® FLEX+

With PriceCardPro FLEX+, store owners around the world are able to create batches of up to one hundred 140mm long labels at a time.

The longer-length card will accommodate all mandated nutritional information for individual products, such as allergens. This will give your customers confidence in their choice. The printed information is easy-to-read from a distance.

You can choose from a range of colour dye films or even combine colours to print your branding template in the first pass and product information in a different colour in the second.

**Superior quality** – The PriceCardPro FLEX+ has a wide colour spectrum making each print vibrant and colour-rich – perfect for photographs and a more accurate depiction of company logos and other images.

**Easy set-up** – The PriceCardPro FLEX+ integrates with an existing network infrastructure, reducing the set-up time and means little technical knowledge is required.

**Reduced intervention** – The PriceCardPro FLEX+ boasts a high level of durability so the risk of failure and requirements for human intervention is greatly reduced.

**Efficient printing** – Each full colour card (86 x 54mm) can be printed in under 23 seconds and less than six seconds for resin-only.



### Printer features

|  |  |   |  |
|--|--|---|--|
| <br>Optimised colour profiles | <br>100 Card input hopper         | <br>High speed print             | <br>4 Years<br>Warranty<br>MAGICOVER® |
| <br>Edge to edge              | <br>Remote management             | <br>Ethernet                     | <br>Rewritable                        |
| <br>Digital shredding         | <br>DTC<br>Photo quality printing | <br>VISUAL SECURITY<br>HoloKote® | <br>CUSTOM<br>HoloKote®               |
| <br>Food safe printing        | <br>Longer length card printing   | <br>Duplex printing              |  |

### Printer capabilities

|  |  |
|--|--|
|  | <ul style="list-style-type: none"> <li>• 140 x 54 mm black or white cards</li> <li>• Monochrome dye film</li> <li>• Single sided</li> </ul>  |
|  | <ul style="list-style-type: none"> <li>• 109 x 54 mm black or white cards</li> <li>• Monochrome dye film</li> <li>• Full colour dye film</li> <li>• Single sided</li> </ul>            |
|   | <ul style="list-style-type: none"> <li>• 85.6 x 54 mm black or white cards</li> <li>• Monochrome dye film</li> <li>• Full colour dye film</li> <li>• Single or double sided</li> </ul> |

# Get the most out of your cards

When creating your preferred style and size of your price labels you have a selection to choose from:

140 x 54mm - black or white cards  
Available with **PriceCardPro FLEX+ printer only**:  
Monochrome dye film  
(white, black, red, blue, green, gold and silver).



109 x 54mm - black or white cards  
Available with **PriceCardPro FLEX+ printer only**:  
Monochrome dye film  
(white, black, red, blue, green, gold and silver),  
or full colour dye film\*.



\* Please bear in mind when creating full colour artwork, that a 1mm vertical white film panel break line will appear here at 85.6mm.

85.6 x 54mm - black or white cards  
Available with both PriceCardPro printers:  
Monochrome dye film  
(white, black, red, blue, green, gold and silver),  
or full colour dye film.



# Testimonials

“ In the old days, it was a really laborious process – this has really changed everything. With the new laws on allergens coming in it is really useful to be able to print ingredient information on the back of the label as well as the front. ”

**Jemima Dasent**  
Leakers Bakery

“ Our environmental health officer loves these labels because they're hygienic. They're easy to print off, easy to wipe, easy to keep clean and they look amazing. We haven't looked back since. ”

**Richard Hickson**  
Hicksons Quality Foods

## Consumer views:

Two-thirds of shoppers said they would feel more confident purchasing from an independent retailer where they could clearly see the allergen/nutritional information on display.

Six in ten said they find it hard to read the labelling / food allergens and nutritional information when browsing their local retailer's products.



| PRINTER CAPABILITIES        | CARD SIZE     | PriceCardPro 100          | PriceCardPro FLEX+  |
|-----------------------------|---------------|---------------------------|---|
| Print in credit card format | (85.6 x 54mm) | ●                         | ●   |
| Print longer length cards   | (109 x 54mm)  | –                         | ●   |
| Print longer length cards   | (140 x 54mm)  | –                         | ●   |
| Speed mono                  | (85.6 x 54mm) | Up to 766 cards per hour* | Up to 750 cards per hour (HQ - Up to 525 cards per hour)* |
| Speed full colour           | (85.6 x 54mm) | Up to 157 cards per hour* | Up to 190 cards per hour*                                 |
| Speed mono                  | (109 x 54mm)  | –                         | Up to 540 cards per hour (HQ - Up to 429 cards per hour)* |
| Speed full colour           | (109 x 54mm)  | –                         | Up to 112 cards per hour*                                 |
| Speed mono                  | (140 x 54mm)  | –                         | Up to 519 cards per hour (HQ - Up to 365 cards per hour)* |
| Feeder capacity             |               | 50                        | 100   |
| Hopper capacity             |               | 50                        | 70  |
| USB connection              |               | ●                         | ●   |
| Ethernet connection         |               | ●                         | ●   |
| Warranty                    |               | 3 Years MagiCover Limited | 4 Years MagiCover*  |
| LCD screen                  |               | –                         | ●   |

| SOFTWARE                  |  |   |   |
|---------------------------|--|---|---|
| Image library             |  | ● | ● |
| Multiple fonts            |  | ● | ● |
| Allergen symbols          |  | ● | ● |
| Price import              |  | ● | ● |
| Manage product categories |  | ● | ● |
| Label preview             |  | ● | ● |
| Multiple template saves   |  | ● | ● |

| CONSUMABLES   |  |   |   |
|---|--|---|---|
| x100 Black/White food safe PVC cards (85.6 x 54mm)  |  | ● | ● |
| x100 Black/White food safe PVC cards (109 x 54mm)   |  | – | ● |
| x100 Black/White food safe PVC cards (140 x 54mm)   |  | – | ● |
| x100 capacity colour food safe dye film             |  | ● | ● |
| x300 capacity colour food safe dye film             |  | ● | ● |
| x1000 capacity monochrome black food safe dye film  |  | ● | ● |
| x1000 capacity monochrome white food safe dye film  |  | ● | ● |
| x1000 capacity monochrome gold food safe dye film   |  | ● | ● |
| x1000 capacity monochrome silver food safe dye film |  | ● | ● |
| x1000 capacity monochrome red food safe dye film    |  | ● | ● |
| x1000 capacity monochrome blue food safe dye film   |  | ● | ● |
| x1000 capacity monochrome green food safe dye film  |  | ● | ● |

\*(Print speeds depend on print design, print settings and printing conditions.)



\*\*Warranty subject to the observance of specific conditions of use and maintenance, as well as the use of certified 'Original MagiCard' dye films.

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The information contained in this document reflects the current state of design and we reserve the right to change the specification without notice or obligation.

 **MagiCard Ltd - Headquarters and manufacturing centre**  
 Hampshire Road, Weymouth, Dorset DT4 9XD,  
 United Kingdom  
 Tel: +44 (0)1305 47 00 00  
 Email: info@magiCard.com

[www.pricecardpro.com](http://www.pricecardpro.com)

**Global offices**  
 Europe  
 Americas  
 Asia  
 UAE

