



NEWS RELEASE

Star Micronics Reveals New Service: PromoPRNT

Effortlessly create promotions right on paper receipts!

Somerset, NJ – January 4, 2018 – [Star Micronics](#), a leading global manufacturer of mobile, point of sale (POS) and customer engagement technologies, is proud to announce PromoPRNT, a brand new service added to the famous Star Cloud Service platform.

PromoPRNT will allow retailers to automatically create printed promotions in addition to receipts. These incentives and bonuses will be delivered directly to shoppers' hands, boosting customer retention and notifying customers of new deals and promotions.

PromoPRNT is provided through two services on the Star Cloud Services dashboard, Promo Maker and Promo Manager. Promo Maker is a seamless and simple way to create and design the promotions that will appear on the receipts from templates available in the Promo Maker library. Promo Maker makes it simple to add logos, text, and icons.

Promo Manager will empower retailers to schedule the duration of a coupon campaign by selecting a time, date, and printer for each coupon/promotion. With Promo Manager, retailers will also have access to analytics that provide insight into each promotional campaign.

For more information about PromoPRNT and other Star Micronics point of sale solutions, visit www.starmicronics.com.

About Star Micronics

Star Micronics, one of the world's largest POS providers, has designated a portfolio of printing, secure cash management, and customer engagement solutions for any retail or hospitality establishment in POS and mPOS environments. Embracing the mobility wave, Star's complementary SDKs allow users to utilize Star printers in tandem with Android™, iOS iPad®, and iPhone® devices to generate receipts for all of its printers. Always leading, and always innovating, Star Micronics enables web-based printing solutions including remote cloud printing, wireless cash drawer solutions, proximity-based printing, and secure cash management. For more information, visit www.starmicronics.com or follow us on [Facebook](#), [Twitter](#), [YouTube](#), or [LinkedIn](#).

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Media Contact:

Leticia Arce
Star Micronics America, Inc.
larce@starmicronics.com
848-216-3283

Melissa McGaughey
SkyRocket Group
Melissa@skyrocketgroup.com
814-833-5026 x106