

KEY CHAIN CARDS


CASE STUDY: RX ENTERPRISES

OVERVIEW

RX Enterprises, a local chain of independent pharmacies located in Bucks County, Pa., has POS terminals capable of accessing our website to run the stand-alone Virtual Terminal from a web browser. The pharmacy chain inquired about providing their customers with a scannable card that could be added to patron key chains. We recommended a keychain card solution that affixed a small keychain card portion with a standard plastic card that could easily be removed allowing the customer to decide which card type to use. A small identical bar code is encoded on both cards which allows clerks easy scanning using a bar code scanner from the swipe card screen of Virtual Terminal.



The card backs feature a small compression width of 9 digits using bar code type 128 on both the keychain portion and larger card portion. When scanned by a bar code scanner the ID# automatically pulls in the Swipe Card screen of Virtual Terminal.



Benefits:

- Earn WeCare Rewards from everyday in-store purchases*
- 2 for 1 – Fill 2 prescriptions and receive \$1 in WeCare Rewards*

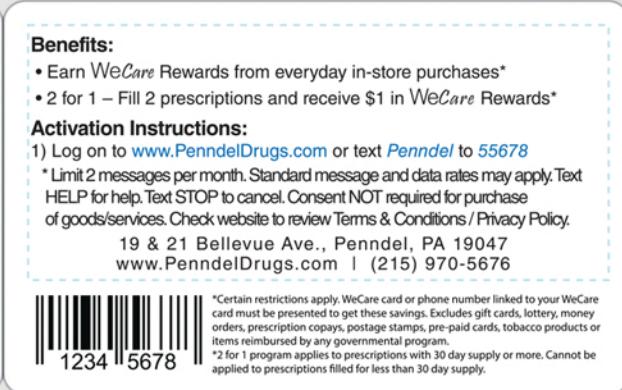
Activation Instructions:

1) Log on to www.PenndelDrugs.com or text *Penndel* to *55678*

* Limit 2 messages per month. Standard message and data rates may apply. Text HELP for help. Text STOP to cancel. Consent NOT required for purchase of goods/services. Check website to review Terms & Conditions / Privacy Policy.

19 & 21 Bellevue Ave., Penndel, PA 19047
www.PenndelDrugs.com | (215) 970-5676

*Certain restrictions apply. WeCare card or phone number linked to your WeCare card must be presented to get these savings. Excludes gift cards, lottery, money orders, prescription copays, postage stamps, pre-paid cards, tobacco products or items reimbursed by any governmental program.
*2 for 1 program applies to prescriptions with 30 day supply or more. Cannot be applied to prescriptions filled for less than 30 day supply.



Loyal Patron Virtual Terminal

[Home](#) [Log Out](#) [Help!](#)

Swipe card, or type card or mobile.

Card (or mobile):

Patron Search:

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Image Shown: Tera(R) USB Automatic Barcode Scanner

- Scan Type: Two-way single scanning
- Scan Rate: 100 scans per second
- Support Port: RS232, Keyboard Wedge, USB
- Decode Type: UPC/EAN, Complement Code of UPC/EAN, Code128, UCC/EAN128, Code39, Code39Full ASCII, Code128Full ASCII, Codabar, Interleaved 2 of 5, Code93, MSI,