



**SOLUTIONS TO  
AWARD &  
CUSTOMER LOYALTY**

**FOR BAKERY &  
CONDITORY**

# Customer loyalty made easy



## Give joy with individual gift cards

Gift cards represent one of the most effective instruments of customer loyalty. With an attractive and individual design, extravagant shapes and high-quality card materials, you ensure high attention. Voucher or gift cards can be redeemed for a specific offer (e.g. Sunday brunch) or loaded with credit. The card then serves as a flexible cashless means of payment and works similarly to an EC card thanks to the barcode or magnetic strip. The customer thus has the choice of redeeming the loaded credit in full or in partial amounts. The principle of „customers recruit customers“ is used to acquire new customers and increase visitor frequency. If the customer is satisfied, he or she will be happy to come back. Your customer can then easily convert the gift card into a loyalty card.

### Your advantages with voucher cards:

- Professional external presentation thanks to individual design
- Voucher card as a means of payment for cash register systems
- New customer acquisition and long-term customer loyalty
- Minimal billing effort
- Data coding e.g. via magnetic stripe, barcode etc.
- High level of protection against forgery thanks to personalization, hologram or signature field



## Retaining customers with loyalty card systems

Reward your customers and new customers with attractive discounts, coupons, promotions such as collecting points, material incentives and services. Especially in businesses with recurring regular customers, a loyalty card program can be worthwhile in order to bind customers to the company in the long term. This increases sales per visit, the number of visits and new customers, and thus your overall sales.

Your customer card can be used as a cashless means of payment or as a bonus card that automatically counts loyalty points. In addition, promotional cards for campaigns and events can be used to target new customers.

### Your advantages through customer cards:

- Customer loyalty
- Loyalty and long-term customers
- Customer satisfaction
- Increase in sales through specially tailored campaigns
- Increase in purchasing frequency
- Customer data
- Less wastage in advertising
- Measurability of success



# Your card set in scene



## Environmentally friendly cards

All About Cards offers you a wide range of sustainable cards made of environmentally friendly materials, which you can use for targeted marketing, especially in the areas of gift and loyalty cards, or, if it fits your company philosophy, as employee ID cards.

Depending on the requirements you have for your cards and the purpose for which they are to be used, we will recommend the appropriate material:

	paper	Grass paper	Wood	BIO PVC	PET-G	Recycled plastic
<b>biodegradable</b>	✓	✓	✓	✓	✗	✗
<b>recyclable</b>	✓	✓	✓	✓	✓	✓
<b>compostable</b>	✓	✓	✓	✗	✗	✗
<b>flammable</b>	✓	✓	✓	✗	✗	✗

## Packages

First impressions count - hand over your customer or gift card in the appropriate packaging and give it undivided attention. High-quality packaging adds value and, when individually designed, also enhances your image. Choose between different materials such as cardboard, metal, leather or wood. As with the card itself, you also have the option of applying various finishes to the card carrier: Cold foil, spot varnish, hot stamping foil or embossing. The packaging also serves as an information carrier and can inform the customer about your customer card system. In addition, the packaging offers space for personal dedications.



# Flexible printing solutions



## Food safe cards for price and buffet labeling

With food-safe plastic cards and ribbons from All About Cards, the Price Indication Regulation and EU Food Information Regulation are no longer a challenge for suppliers of open, unpackaged food. That's because, thanks to high-quality thermal transfer card printers from leading manufacturers, you can print your own price tags in the form of food-certified PVC cards right on-site. With on-premise printing, you can offer your customers all the information that the end consumer needs - from item name and price to nutrition tables and allergen labeling.



### Five reasons why you need food-safe price tags and cards:

1. Mandatory and accurate information on allergens in unpackaged foods
2. Customizable cards that can be cleaned easily
3. Fast and professional printing on durable cards
4. Time savings through maximum flexibility and responsiveness
5. Enhanced recognition of your brand through distinctive signs



**Zebra ZC300**

The smart all-rounder prints price labels, customer cards and credit card-sized employee IDs securely and reliably. The compact and lightweight printer is user-friendly and cost-efficient. The ZC 300 is particularly suitable for short to medium runs.



**Evolis Edikio Flex**

The middle model of the range prints - also on one side - both cards in normal ISO format and cards up to 150mm long for your display or counter. Perfect if you want to be flexible in the size of the signage. Product information is managed via product lists.



**Evolis Edikio Duplex**

The top solution for double-sided printed price labels in ISO format. Fast, double-sided printing for long runs of more than 300 cards. The Edikio Duplex is therefore particularly suitable for daily or weekly changing offers. Product information can also be managed via complex price lists.



**PriceCardPro 100**

The monochrome thermal transfer printer prints plastic cards in 86x54mm format with single or full color design in HD quality. Its compact design, speed of up to 766 cards per hour, system compatibility and ease of use make it the optimal solution for local price tag printing.

# Flexible printing solutions



## Color label printing for flexible small series printing

Make sure your products look as good as they taste! Because the packaging of the goods must also always impress your customers. With EPSON color label printers, you can print high-quality labels quickly and right on the spot. Labels are used in bakeries and confectioneries in many areas. Your customer will appreciate artfully labeled baked goods or seasonal editions. You can also surprise your B2B customers and business partners with small self-packaged and labeled treats such as jams or punch. What do you think of logo-customized cookies, boxes of chocolates or baking mixes in a jar? That's no problem with our label printers. You can flexibly print the labels with the product name, your logo, a small greeting or information about the product such as ingredients and nutritional information. We at All About Cards will be happy to advise you on choosing the right label printer.



### Application

- Brand and company labels in retail
- Food labeling
- Individualization of products
- Allergen labeling and nutritional information



**Epson ColorWorks C3500**

- High print speed (up to 103 mm/sec.)
- Maximum print width of 112 mm
- Supports a wide range of print media
- Intuitive operation
- Low total cost of ownership

**Epson ColorWorks C4000**

- High print speed (up to 100 mm/sec.)
- Maximum print width of 108 mm
- Available with glossy and matte black ink
- Easy operation with large LCD display (2.7 inch)
- Low total cost of ownership



# Flexible printing solutions

auto iD  
24/7

## mPOS printer - the compact and mobile receipt printer

Downtown specialty stores and bakeries, restaurants, bars, cafes and delis. For those who value mobile connectivity and a convenient shopping experience, an EPSON mPOS printer that can interface with other peripherals is an advantage. An attractive, compact design that blends seamlessly into the work environment. Proven build quality and reliability.

**EPSON**  
EXCEED YOUR VISION

### Your advantages mPOS solution:

For those who want to benefit from a cost-effective, user-friendly and familiar tablet-based system. Small footprint, robust and reliable. For anyone who wants to reduce queues and create more efficient workflows.

- Extensive connection options
- Low space requirement
- Integrate with existing POS systems thanks to ePOS features.
- Notification of connected peripherals.
- Control and management via app for iOS and Android
- Printing from any smartphone or tablet



### Epson TM-L100

- Smart linerless label printing
- Easy integration with current POS system
- Print speed 170 mm/sec.
- Connectivity: USB-B, Ethernet
- Print and power a connected tablet via a single cable



### Epson TM-m30II-S

- All-in-one solution with synchronization and charging function for tablets
- Automatic paper cutter
- Print speed 250 mm/sec.
- Connectivity: USB-B, Ethernet, Bluetooth, Wi-Fi, microSD-TSE
- Increase productivity and reduce environmental impact



auto-iD 24/7 - Online Shop for Automatic Identification and Marking

# Digital signage

## SmaSS Buffet - the smart system for your bakery

SmaSS Buffet (Smart Signage System Buffet) provides you with an interface to manage the display of your labels. The middleware solution supports your menu and reservation planning and implements buffet and table labels automatically. SmaSS Buffet reduces the complexity of the underlying display system and addresses the displays automatically. Different data sources and various display technologies, such as VUSION Label, can be integrated for the visualization of information.

Electronic signage thus saves you time and paper while protecting the environment. The modular program structure allows the SmaSS Buffet to be expanded with additional features such as room labeling and warehouse logistics.

e-shelf-labels



### Centralization

SmaSS Buffet offers the possibility to manage all relevant dishes and to couple the data with third party systems (e.g. merchandise management, required ingredients etc.). The import of existing dishes is done manually or uncomplicated via import from Excel.

### Menu planning

With SmaSS Buffet, you can easily create appealing menu cards, which you can transfer time-controlled and automated to your label. You can plan breakfast, lunch and dinner weeks in advance thanks to the calendar function.

### Table reservation

The occupancy of the tables is displayed simply and personalized. You can switch the display between menu card, promotions, current table reservation, evening program or similar with just a few clicks.

### Connectivity

Decide which information, such as allergens, you want to display directly to the customer. Via NFC, QR, SmaSS app or WLAN button, you can also interact with your guest and provide them with further data as well as allow ratings of the dishes.

e-shelf-labels - smart. digital. efficient.

# Digital signage

## e-shelf-labels

### Price labeling mit VUSION Labels

Paper price labeling is a thing of the past. ESL solutions save costs, time and resources and can do much more than simply display prices. In modern retail, companies are struggling to remain competitive, both against competitors in brick-and-mortar retail and in e-commerce. This requires up-to-date and error-free prices as well as increased product appeal. Both are guaranteed by electronic price tags, dynamic price marking, diverse product information and interactive elements thanks to NFC technology. All these qualities also make them particularly attractive for use in industry to optimize or even automate processes in inventory management or production workflows. Robust, stable, power-saving and always easy to read, they are the future of price and product labeling.



#### VUSION

The modular VUSION series on an e-paper basis can be individually designed in its layout and impresses above all with its easy installation, very good readability and up to 10 years battery life. In addition, special versions, such as the freezer models or the chemical-resistant labels are also available.

#### Ihre Vorteile:

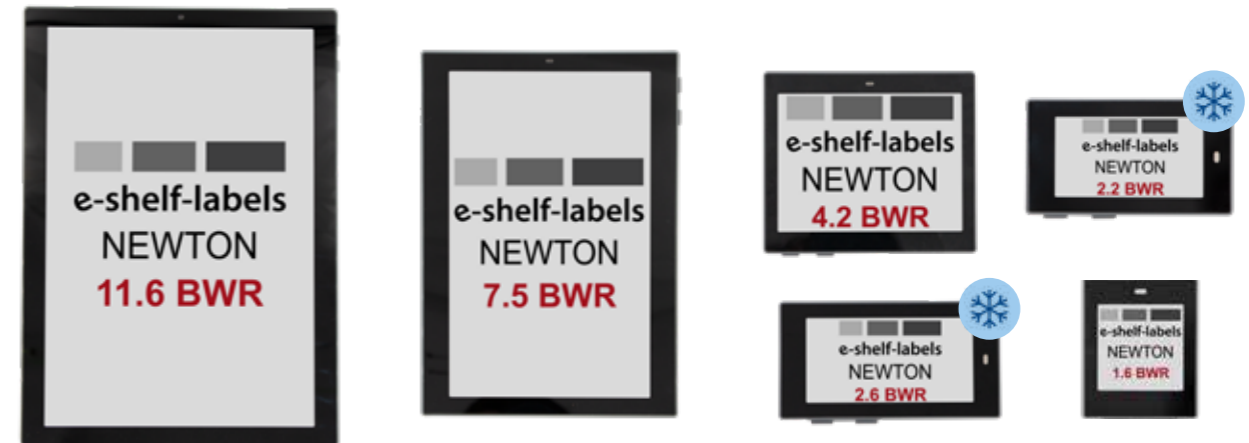
- Up to 10 years battery life
- 2.4 GHz (cloud or on premise)
- Can be used from +10°C to +40°C
- 180° viewing angle
- Available in white and anthracite
- 7 colors LED
- Chemical resistant

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# Digital signage

## e-shelf-labels

### Price labeling with NEWTON labels



#### NEWTON

The multifunctional NEWTON labels with E-Ink displays in BWR are also available in selected also available as Freezer models and as NEWTON Lite without buttons. Lightweight and efficient they are ideal for use in trade and industry, and industry.

#### Your advantages:

- Up to 10 years battery life
- 2 configurable multifunction keys
- 2.4 GHz / 868 MHz (cloud or on premise)
- IP67 and particularly shock resistant
- 180° viewing angle
- Available in white and black
- 7 colors LED
- NFC

#### Your advantages with digital signage:

You can choose between the display colors, black-white-red and black-white-yellow. Individual labels can display up to 7-color. With new e-Ink technology, the displays of the electronic signs offer a battery life of up to 10 years as well as excellent image quality and readability thanks to a modern e-Paper look.

- Increased competitiveness through the most up-to-date prices
- Time-controlled price information (sales promotions)
- Minimal time required for changes of any kind
- Planning and automatic display of range of goods and menus
- Customization for special events
- Improve customer satisfaction
- Sustainability through waste avoidance



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# Digital signage

## e-shelf-labels

### Videoleisten & Stretch Displays & Screener

#### Video bars & Stretch Displays

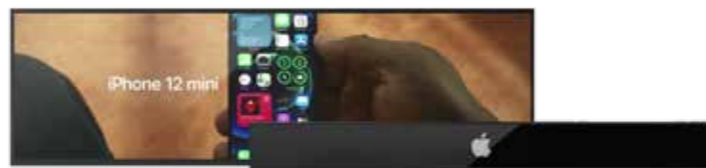
Video rails with touch function or stretch displays enable animated and full-color advertising and information options directly at the point of sale in the form of images in color, videos, GIFs, QR codes, textual advertising messages or detailed product information. This turns every shelf or shop window into an eye-catcher.

#### Advantages

- Dynamic product presentation
- Modern LCD display
- Full color
- Attractive product presentation with videos, images and GIFs
- Possible touch function (manufacturer-dependent)

#### NEWTON TOUCH 29"

Size: 712,20 x 214,20 x 10,10 mm  
Display: 1920 x 540pixel  
Wi-Fi / Micro HDMI



#### NEWTON TOUCH 23"

Size: 593 x 60,40 x 19,60 mm  
Display: 1920 x 158 pixel  
Wi-Fi / Micro HDMI



#### V:RAIL 09001

Size: 898 x 67,53 x 24,07 mm  
Display: 2880 x 158 pixel  
Wi-Fi / Bluetooth



#### V:RAIL 06001

Size: 603,20 x 6,50 x 34,60 mm  
Display: 1920 x 158 pixel  
Wi-Fi / Bluetooth

#### V:RAIL 12001

Size: 1215,4 x 72 x 29,47 mm  
Display: 3840 x 160 pixel  
Wi-Fi / Bluetooth



#### AISS A-Frame

Size: 1021,80 x 576,57 x 120mm  
Display: 1920 x 1080 pixel  
Wi-Fi / USB / AV / SD

#### AISS SCREENER & Software

#### Advantages

- Compact sizes for all requirements
- With or without battery
- black or white
- easy to install and suitable software
- suitable software

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# Digital signage

## e-shelf-labels

### Software - SCREENER CLOUD

The SCREENER CLOUD consists of Content Manager, Content Designer, and Player Element. These components work perfectly together to help you create and deliver digital interactive experiences.

From content creation to playlist creation and scheduling to content delivery, the SCREENER Digital Interaction Platform makes it easy and intuitive to master your digital ads and offers. Easily create and deliver digital content and advertising campaigns with the confidence that the SCREENER Digital Signage Cloud Platform will never let you down.



#### Content Designer

- Drag&Drop creator
- simple data integration
- Numerous content types
- Infinite design possibilities
- Voreingestellte Bildschirmgrößen und -kombinationen
- Embed any website directly into your design



#### Player

The Player element is responsible for stable and reliable playback even if your network connection is unstable. It forwards the content to SCREENER Media Player using smart delivery technology.

#### Content Manager

- Couple your content intuitively with any screen
- Schedule your content or change playback live
- Manage your screens remotely
- Increase your special offers in real time
- Centrally control your in-store digital marketing channel

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**S&K Solutions GmbH** S&K Solutions GmbH is a Passau-based company specializing in RFID, card, identification and labeling solutions in the broadest sense.  
**The company carries three brands:**

**All About Cards** is a manufacturer, value added distributor, service provider and consultant for all card-related issues. From fancy gift/customer cards to digital card systems and integrated solutions for business processes.

**e-shelf-labels** is an expert for electronic signage and digital signage in retail, industry, event and space management. We support your projects for process optimization and digitalization. In addition to close support from consulting to roll-out and support, we offer a complete package of coordinated hardware and software as well as various cloud systems.

**auto-ID 24/7** is the in-house online store with a focus on B2B. The product portfolio includes articles from the most diverse areas of automatic identification and marking.

S&K Solutions GmbH  
Sailerwöhr 16 | 94032 Passau

T: + 49 (0) 851 - 2099 10 30  
[www.sk-solutions.com](http://www.sk-solutions.com)  
[info@sk-solutions.com](mailto:info@sk-solutions.com)

