

Starting a Sale/In Case Signage

Introduction

The Edge allows you to place items on sale and, optionally, generate signage to be placed in the case to advertise each item. Sales can be started and ended at any time. Sign formats are completely customizable.

Sign Formats

Signs are designed to be printed on perforated card stock. There are formatting options available to help match the sign printout to the paper layout.

To create a new sign format:

1. Click **Administrative > Sign Formats**, then click the **Add** button at the bottom.

2. Use the **Form Layout** fields to define your paper dimensions.

Across/#Down Number of signs to print across and down

Page W/Ht Page width and height

Cut Guides Check this to print lines to help aid in cutting; useful if you are not using perforated sign paper

Page Margins Define outer paper margins

3. Enter a **Sign Name** at the top to identify this sign type, e.g. “End of Year Clearance”.
4. Each sign can display up to 4 lines. A line can contain a **Prefix**, **Data**, and/or **Suffix**.

Prefix Text typed here will appear at the start of the line
If **Data** specified, this text will appear before it

Data Drop-down lets you choose to display item’s **Retail**, current selling **Price**, or **Discount**

Suffix Text typed here will appear at the end of the line
If **Data** specified, this text will appear after it

Format Drop-down controls how selected **Data** should be displayed

Font Opens window allowing you to change font, style, size, color, etc

Align Controls alignment; choosing **Fit** will also adjust font size to keep it on a single line

5. Specify the information you wish to appear on the first line. In this example, we will enter “End of Year Sale!” into the **Prefix** field. Notice the live preview window updates to reflect this.

Sign Name: End of Year Clearance Inactive Copy From...

Line #	Prefix	Data	Suffix	Format	Font	Align
1	End of Year Sale!					
2						
3						
4						

Form Layout

Across: 5
Down: 5
Page W: 8.5
Page H: 11
 Cut Guides

Page Margins: 0.5
0.5 | 0.5
0.5

End of Year Sale!

000-000-00000

Note that spaces appear as black circles in the Prefix and Suffix fields.

6. Specify information for the second line. In this example, we will enter “was” followed by a space into **Prefix**, use the **Data** drop-down to select **Retail**, and choose “\$9,999” for **Format**.

Sign Name: End of Year Clearance Inactive Copy From...

Line #	Prefix	Data	Suffix	Format	Font	Align
1	End of Year Sale!					
2	was	Retail		\$9,999		
3						
4						

Form Layout

Across: 5
Down: 5
Page W: 8.5
Page H: 11
 Cut Guides

Page Margins: 0.5
0.5 | 0.5
0.5

End of Year Sale!
was \$9,999

000-000-00000

7. Specify information for the third line. In this example, we will enter “now” followed by a space into **Prefix**, use the **Data** drop-down to select **Price**, enter “!” into **Suffix**, and choose “\$9,999” for **Format**. We will also use the **Font** drop-down to make this line stand out.

Sign Name: End of Year Clearance Inactive Copy From...

Line #	Prefix	Data	Suffix	Format	Font	Align
1	End of Year Sale!					
2	was	Retail		\$9,999		
3	now	Price	!	\$9,999	Arial 14.25 Bold	
4						

Form Layout

Across: 5
Down: 5
Page W: 8.5
Page H: 11
 Cut Guides

Page Margins: 0.5
0.5 | 0.5
0.5

End of Year Sale!
was \$9,999
now \$9,999!

000-000-00000

8. Specify information for the fourth line. In this example, we will use the **Data** drop-down to select **Discount**, enter a space following by “savings” into **Suffix**, and choose “99%” for **Format**.

Sign Name: End of Year Clearance Inactive Copy From...

Line #	Prefix	Data	Suffix	Format	Font	Align
1	End of Year Sale!					
2	was	Retail		\$9,999		
3	now	Price	!	\$9,999	Italic, Underline	
4		Discount	savings	99%		

Form Layout

Across: 5
Down: 5
Page W: 8.5
Page H: 11
 Cut Guides

Page Margins: 0.5
0.5 | 0.5
0.5

End of Year Sale!
was \$9,999
now \$9,999!
99% savings

000-000-00000

- Use the **Sign Margins** fields in the bottom left to control how the text positions on the sign. In this example, we will change the top margin to “.5” to center the text vertically.

- Click **OK/Save & Close** to save your sign format.

Starting a Sale

To start a sale:

- Click **Administrative > Start a Sale**.

- Click the **Item Filter** drop-down and enter criteria to find the items you wish to place on sale. When you go to start the sale you will be presented with matching items and can check those you wish to include.
- Enter the **Discount** percentage.
- Optionally, if you want to generate signs, choose your sign format from the **Sign Name** drop-down.
- Optionally, set **Sale Starts** and **Ends** dates. If you do not set these the sale will start immediately and will not stop until you manually end it.
- Optionally, check **Skip Items Already On Sale** to bypass any item already on another sale.
- Optionally, check **New Tags** to queue new tags to be printed.
- Click **OK**. A list of matching items will be presented. Check those included in this sale and click **OK**.

Printing Signage

If you generated signs they will be waiting to be printed. To print:

- Click **Inventory > Print Signage**.

- You can use the **Organize By** and **Sort By** options to change how the rows are displayed.
- Select the sign row you wish to print and click **Print**.

Ending a Sale

To end a sale:

1. Click **Administrative > End a Sale**.

End Sale Pricing

Organize By

Sign Name

Start Date

End Date

Category

Location

This function cancels sale pricing for the selected portions of your inventory.
It is not strictly necessary to use this function for items that have an automatic sale end date.

Count

27

OK Cancel

2. When no **Organized By** options are specified it will simply list a count of ALL items currently on sale.
3. Check one or more **Organize By** options to identify those items you wish to remove. In this example, we will organize by **Sign Name**.

End Sale Pricing

Organize By

Sign Name

Start Date

End Date

Category

Location

This function cancels sale pricing for the selected portions of your inventory.
It is not strictly necessary to use this function for items that have an automatic sale end date.

Count

Count	Sign Name
<input type="checkbox"/> 27	End of Year Clearance

OK Cancel

4. Check the items you wish to remove and click **OK** to remove them from the sale.



NOTE: If you set an **End Date** for your sale, items will automatically ring up at their pre-sale price once the date expires regardless of whether you use **End a Sale**.