

SELL GIFTS **PAPER OR PLASTIC**

TRADITIONAL GIFT CARDS

There's something special about getting a tangible gift in the mail from a friend, family member, or co-worker. Over 78% of the gift certificates sold today by PowerCard are traditional plastic gift cards that increase your sales and are a great branding opportunity for your restaurant. And now with eco-friendly options like recycle PVC and wooden cards, it's easy to make a powerful statement that says "Thank You and Enjoy!"

EGIFT CERTIFICATES

The secret to selling gift certificates - whether physical or virtual - is making it easy for guests to find them when and where they are needed.

And often time's customers can't wait for a physical card and want the ability to immediately "gift" a friend or coworker. With PowerCard's eGift platform, customers purchase your eGift certificates online and email them to the recipient. The eGifts are instantly available for use through your point-of-sale system and have a declining balance, just like your traditional gift cards.

INCREASE YOUR SALES REACH

With PowerCard's ecommerce plugin, you can start selling gift cards and eGifts to your website visitors. The money collected from online sales is deposited directly in to your bank account and the gifts are instantly available for use.

Additionally, PowerCard is connected with thousands of pharmacies, convenience stores and grocery stores. We can sell your gift cards on the displays at CVS, Harris Teeter, Albertsons, Circle K, and more.

And if you want to convert those Facebook LIKES in to dollars, use PowerCard's Facebook App to sell them through social media.

ACCOUNTING OPTIONS

Your gift cards and eGifts can be grouped together in a single accounting category or you can have them post to different accounts within your POS.

They can be marked as sales items that don't post to sales or, if you want to make things easier, you can post the certificates to sales and pay taxes on them immediately – avoiding the need to bother with local escheatment laws.

MULTI-UNIT RECONCILIATION

If you have different ownership groups or franchisees, this is a great option to accounting inline. Typically done once per month, PowerCard will ACH direct-deposit between your stores to reconcile gift card sales and redemptions between your ownership groups. Once completed, a report is sent to each location contact notifying them of the transfer and detailing reconciled transactions.

Different POS systems at different locations?

Not a problem for PowerCard - we're POS-agnostic!