



**Digital Retail**  
SOLUTIONS

# **DRS Add-ins** for Microsoft® RMS

**800-322-9471 || Canada: 800-353-0268 || [www.digitalretailer.com](http://www.digitalretailer.com)**

## **DRS SmartPOP™ Help**

J.D. Young and Anil Garg

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# Title page 1

**Use this page to introduce the product**

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*by J.D. Young and Anil Garg*

*This is "Title Page 1" - you may use this page to introduce your product, show title, author, copyright, company logos, etc.*

*This page intentionally starts on an odd page, so that it is on the right half of an open book from the readers point of view. This is the reason why the previous page was blank (the previous page is the back side of the cover)*

# DRS SmartPOP™ Help

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Printed: July 2010 in (wherever you are located)

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## **Special thanks to:**

*All the people who contributed to this document, to mum and dad and grandpa, to my sisters and brothers and mothers in law, to our secretary Kathrin, to the graphic artist who created this great product logo on the cover page (sorry, don't remember your name at the moment but you did a great work), to the pizza service down the street (your daily Capricciosas saved our lives), to the copy shop where this document will be duplicated, and and and...*

*Last not least, we want to thank EC Software who wrote this great help tool called HELP & MANUAL which printed this document.*

# Table of Contents

## 1 DRS SmartPOP Online Help

1 Welcome .....	3
2 Installation .....	5
3 Operation .....	5
Templates .....	11
Edit .....	12
Runtime error 380 .....	13
Russell & Miller Lazer-Signs .....	13
4 Contact Info .....	13
5 Make a Suggestion .....	14

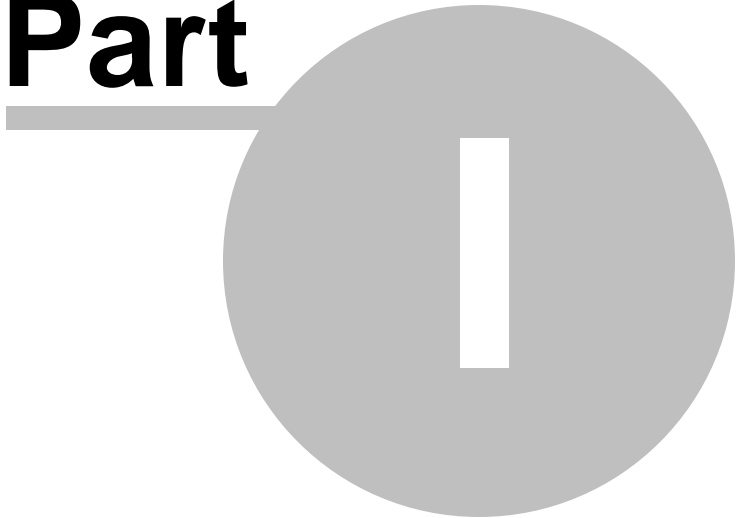
# Foreword

This is just another title page  
placed between table of contents  
and topics

# Top Level Intro

This page is printed before a new  
top-level chapter starts

**Part**



# 1 DRS SmartPOP Online Help

## 1.1 Welcome

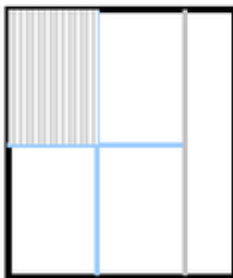
SmartPOP offers you a variety of ready-to-run sign templates to create point-of-purchase (POP) signage for your store. These sign templates can also include your store name, extended item description, sub-descriptions, serial number, sale price, MSRP, and more. SmartPOP templates can be [modified](#) in Label Designer to include your store logo or additional customizations.

SmartPOP relies on TrueType fonts installed with any version of MS Publisher 97 or above, MS Office 97 or above, MS Word 97 with Value Pack or above, MS Works 2002, Office SBE, or the TrueType Font Pack from Microsoft.



- Smart Sign Templates produce signs in standard retail sizes: 3½ x 5½ (4 per page, or 4-up), 5½ x 7 (2-up), 7x11 (1-up), as well as business card stock size (10-up).
- Signs can be created in vertical (tall) and horizontal (wide) format, to fit your existing sign holders.
- The paper or card stock may be oriented tall (Portrait mode) or wide (Landscape mode). How the sign is oriented (i.e. wide) is not necessarily how the card stock will be oriented (see card stock examples below).
- If a template ends in L, the card stock is in Landscape mode. Even though it is set up in Landscape mode in the template, the program default reverts it to Portrait in Print Preview. It will not look right or print right unless you reapply the Landscape settings (\*see below for instructions).
- Pre-perforated card stocks can be ordered from Russell & Miller Merchandising (800-231-9600). Ask for Lazer-Signs®.
- To use a Sale priced template, you must place the items on sale before making signs for them.

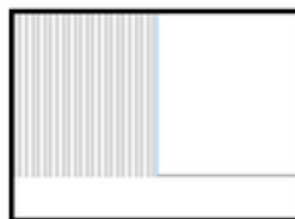
Sign is **tall**, card stock is **Portrait** mode. 4-up



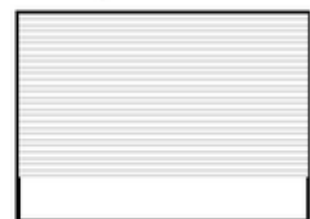
Sign is **wide**, card stock is **Portrait** mode. 2-up



Same card stock, sign is **tall**, card stock is **Landscape** mode.



Sign is **wide**, card stock is **Landscape** mode.



\*Smart Sign templates ending with an L are in Landscape mode. When in the final Print Preview phase of creating a sign ending with L, you MUST click on the Printer Properties icon shown here, then hit Enter.



### Template Choices

- Smart Sign System templates for RMS Label Designer are organized by style. Each sign size is offered in each template style, or family.
- For a cohesive, professional look throughout your store, decide on one template style for your store. For promotional signage, use a Smart Sign Sale template or a template designed for pre-printed SALE card stock.
- Smart Sign templates are designed to be printed on plain white card stock. You can use regular card stock, but the pre-perforated Lazer-Signs card stock is recommended for ease of use and professional results. Time is money! With pre-perfed card stocks, you can print, fold, tear, and place in a sign holder for perfect results every time.
- For business sized card stock, check local office supply stores for Avery Laser or Inkjet business card stock (10-up).
- To get product benefit text to show up on your signs, enter the benefit text in the Extended Description area of the Item Properties for the item within RMS. Use a tall format sign, which has enough room to list the benefit text.

Three Smart Sign System template styles are available in tall and wide format for the following sign sizes:

Business card (10-up), 3½ x 5½ (4-up), 5½ x 7 (2-up), 7x11 (1-up)



If you have entered feature-benefit text ("Tough yet compact...") in the Extended Description area of Item Properties, it will show up on tall format sign templates (except Sale templates).

<p>WEDGIE BAG CHARCOAL</p> <p>SPECIALIZED</p> <p>A3F03125</p> <p><del>\$17.99</del></p> <p><b>\$13.99</b></p>	<p>WEDGIE BAG CHARCOAL</p> <p>SPECIALIZED</p> <p>A3F03125</p> <p><del>\$17.99</del></p> <p><b>\$13.99</b></p>
<p>WEDGIE BAG CHARCOAL</p> <p>SPECIALIZED</p> <p>A3F03125</p> <p><del>\$17.99</del></p> <p><b>\$13.99</b></p>	<p>WEDGIE BAG CHARCOAL</p> <p>SPECIALIZED</p> <p>A3F03125</p> <p><del>\$17.99</del></p> <p><b>\$13.99</b></p>

**CZG (4-up), CZD (2-up) & CZA (1-up):**

These Smart Sign System templates will work with most pre-printed "SALE" and "Clearance" Lazer-Signs offered by Russell & Miller. These templates are for wide format signs only, to match the pre-printed card stock orientation.

Room has been left at the top and sides of the template for the pre-printed Sale graphics and borders.

To use Sale templates, you must first place items on sale before attempting to make sale signage for them.

For further instructions on using SmartPOP see [Operation](#).


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## 1.2 Installation

When you install SmartPOP special templates are added to the label folder in RMS, and a SmartPOP Quick Guide (PDF) is added to the Manager program. You can locate this guide by running **Manager** and selecting **Utilities, Add-ins, DRS SmartPOP**. This PDF document provides the same instructions as the [Operation](#) topic in this Help file.

## 1.3 Operation

Go to **Manager, Database, Items** and locate an item you'd like to create signs for. Select **Item Properties**.

Aliases	Substitutes	Special	Serial	Kit	Options				
General	Inventory	Suppliers	Pricing	Discounts	Commission				
Item lookup code:	<input type="text" value="11200"/>	Item type:	<input type="text" value="Standard"/>						
Description:	<input type="text" value="R/C Glider"/>	Member of:	<table border="1"> <thead> <tr> <th>Type</th> <th>Item Lookup Code</th> </tr> </thead> <tbody> <tr> <td colspan="2" style="text-align: center;">&lt;None&gt;</td> </tr> </tbody> </table>			Type	Item Lookup Code	<None>	
Type	Item Lookup Code								
<None>									
Extended description:	<input type="text"/>								
Size:	<input type="text"/>	Department:	<input type="text" value="Remote Control"/>						
Color:	<input type="text"/>	Category:	<input type="text" value="Airplane"/>						
Brand:	<input type="text"/>	Item tax:	<input type="text" value="TAX"/>						
Barcode:	<input type="text" value="3 of 9"/>	Price:	<input type="text" value="\$149.99"/>						
		Cost:	<input type="text" value="\$124.990"/>						
		Profit Margin:	<input type="text" value="16.668%"/>						

If you'd like to include feature-benefits on a SmartPOP sign, enter them under Extended Description. Keep these phrases short and limit them to no more than 4 lines. Example:

Item lookup code:	<input type="text" value="11200"/>
Description:	<input type="text" value="R/C Glider"/>
Extended description:	<input type="text" value="Easy launch system"/> <input type="text" value="1000 ft range"/> <input type="text" value="20 minute flight"/> <input type="text" value="Quick charge unit"/>

If you'd like to insert a bullet in front of a phrase, cut-and-paste a bullet from MS Word or put a dash in front of each line.

Extended description:	<input type="text" value="Easy launch system"/> <input type="text" value="• 1000 ft range"/> <input type="text" value="• 20 minute flight"/> <input type="text" value="• Quick charge unit"/>
-----------------------	--

SmartPOP templates can also print sub-description entries, such as Sub-description 3 set to Brand.

Size:	<input type="text"/>
Color:	<input type="text"/>
Brand:	Hi-Flight
Barcode:	3 of 9 <input type="button" value="v"/>

To print a SmartPOP sign, click on **Labels** in the Item Properties window.

<input type="button" value="Labels"/>	<input type="button" value="Movement"/>	<input type="button" value="OK"/>	<input type="button" value="Cancel"/>	<input type="button" value="Help"/>
---------------------------------------	---	-----------------------------------	---------------------------------------	-------------------------------------

The Print Label Wizard will appear.

**Print Label Wizard**

Add items from the selection list to the print list. Depending on the filter options specified, you may be prompted to select additional details. Then either enter the desired quantity in the last column or select one of the auto-calculate options below.

Number of labels per item:

Fixed quantity:        Issued/Received to date (ITD/RTD)

Stock on-hand       Quantity ordered     

Selection list:

Lookup	Description
--------	-------------

Print list:

Lookup	Description	Qty
11200	R/C Glider	1

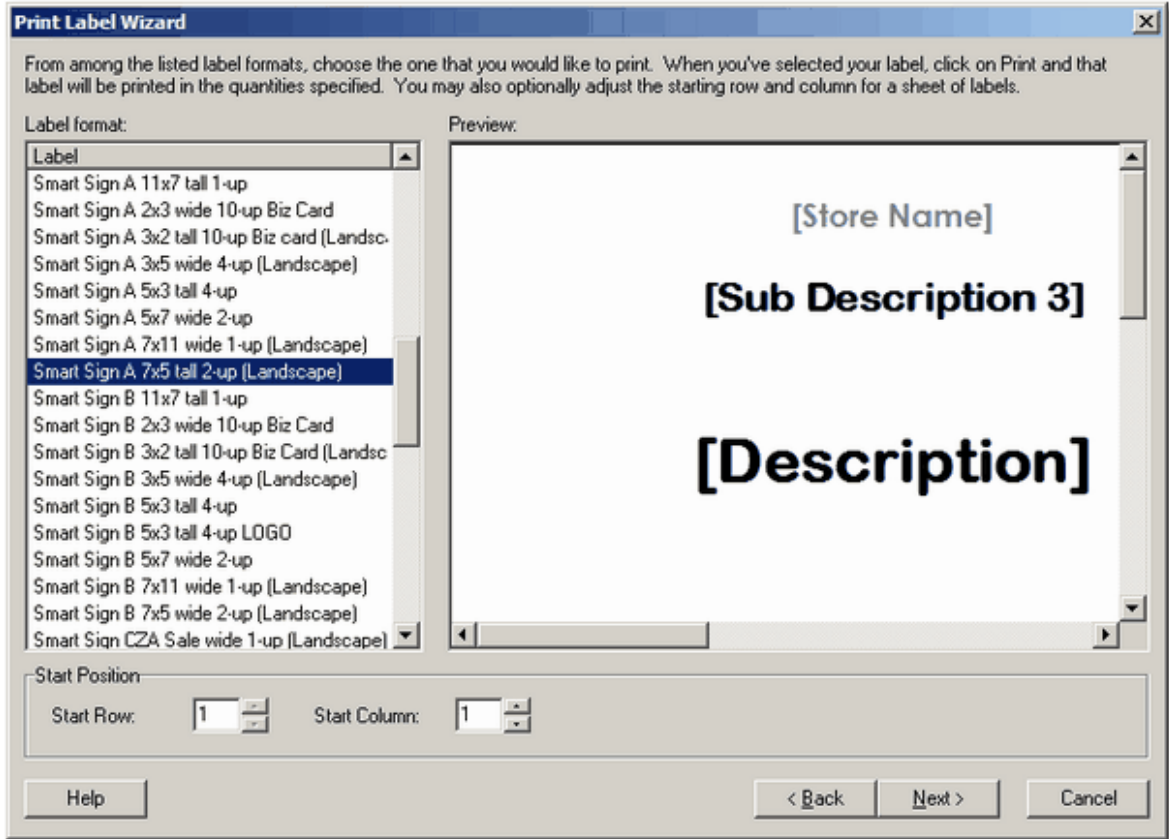
Enter the quantity of signs you'd like to print and click **Set Quantity**, then **Next**.

Number of labels per item:

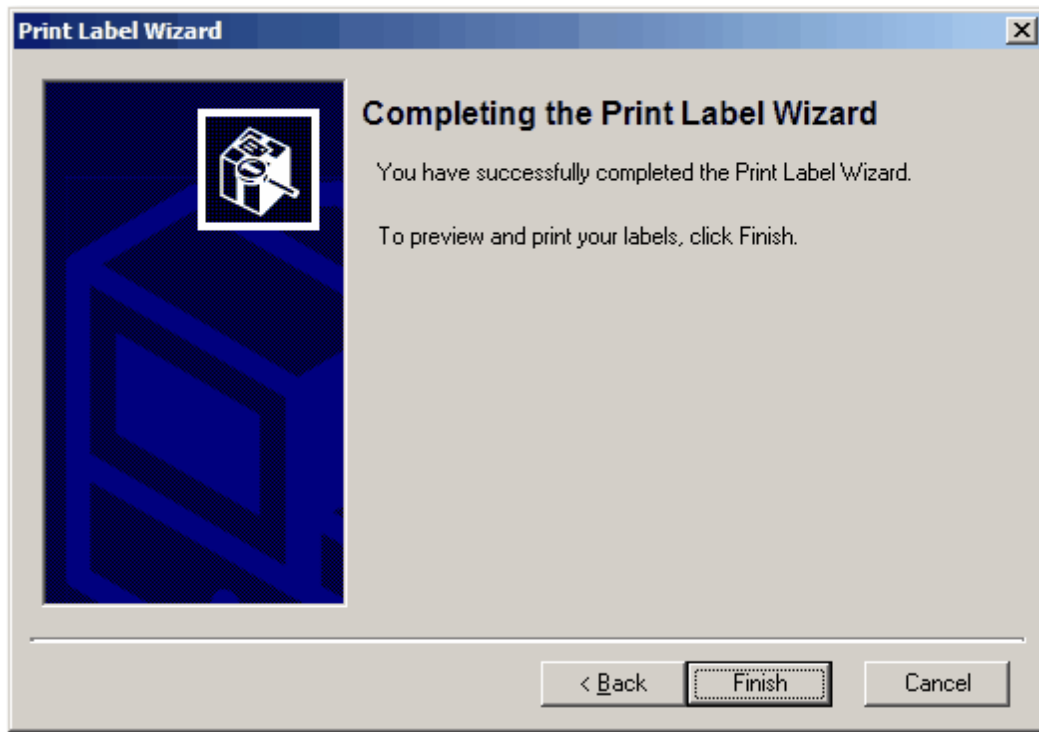
Fixed quantity:        Issued/Received to date (ITD/RTD)

Stock on-hand       Quantity ordered

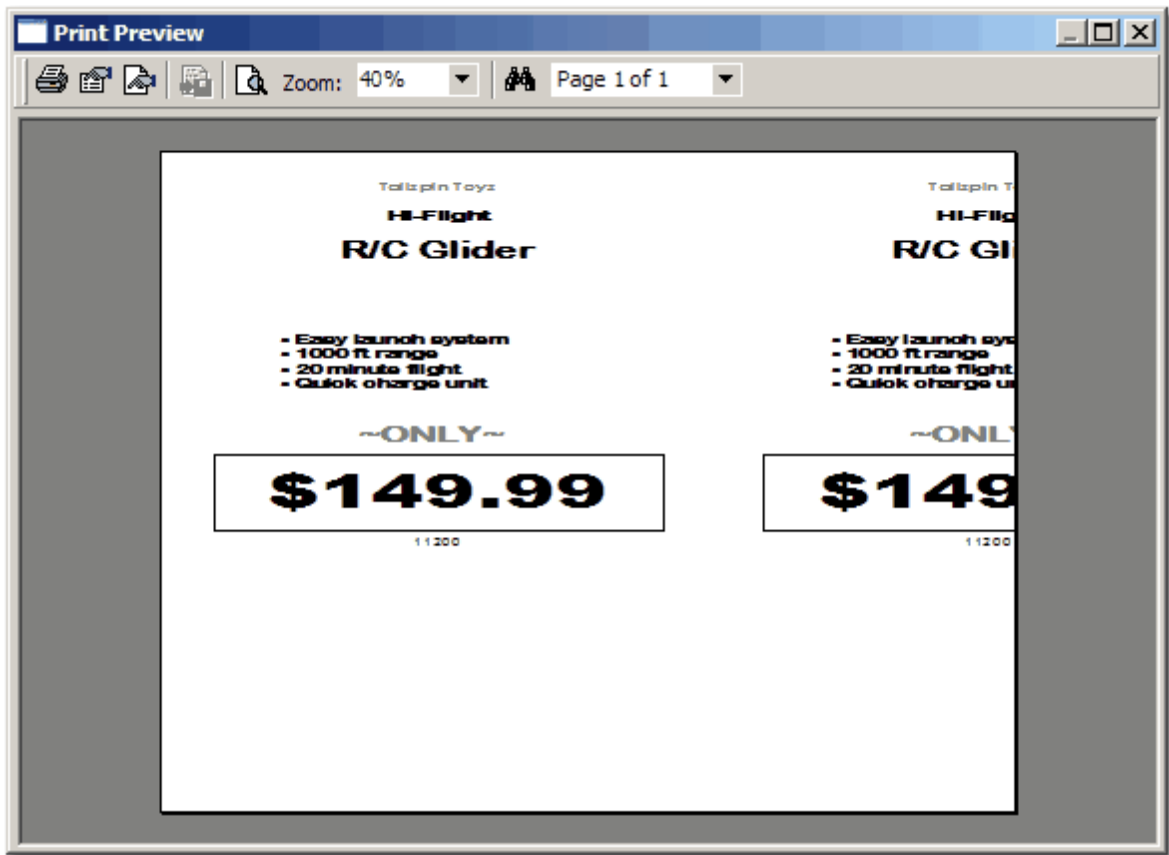
Scroll down on the label format list to locate the SmartPOP template you'd like to use and click **Next**. To include extended description entries in your sign you'll need to select a template that includes this field. These are usually the "tall" oriented signs, since they have more vertical room for text than wide signs. Example: Smart Sign A 7x5 tall 2-up (Landscape)



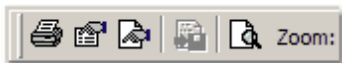
Click **Finish** to view the results.



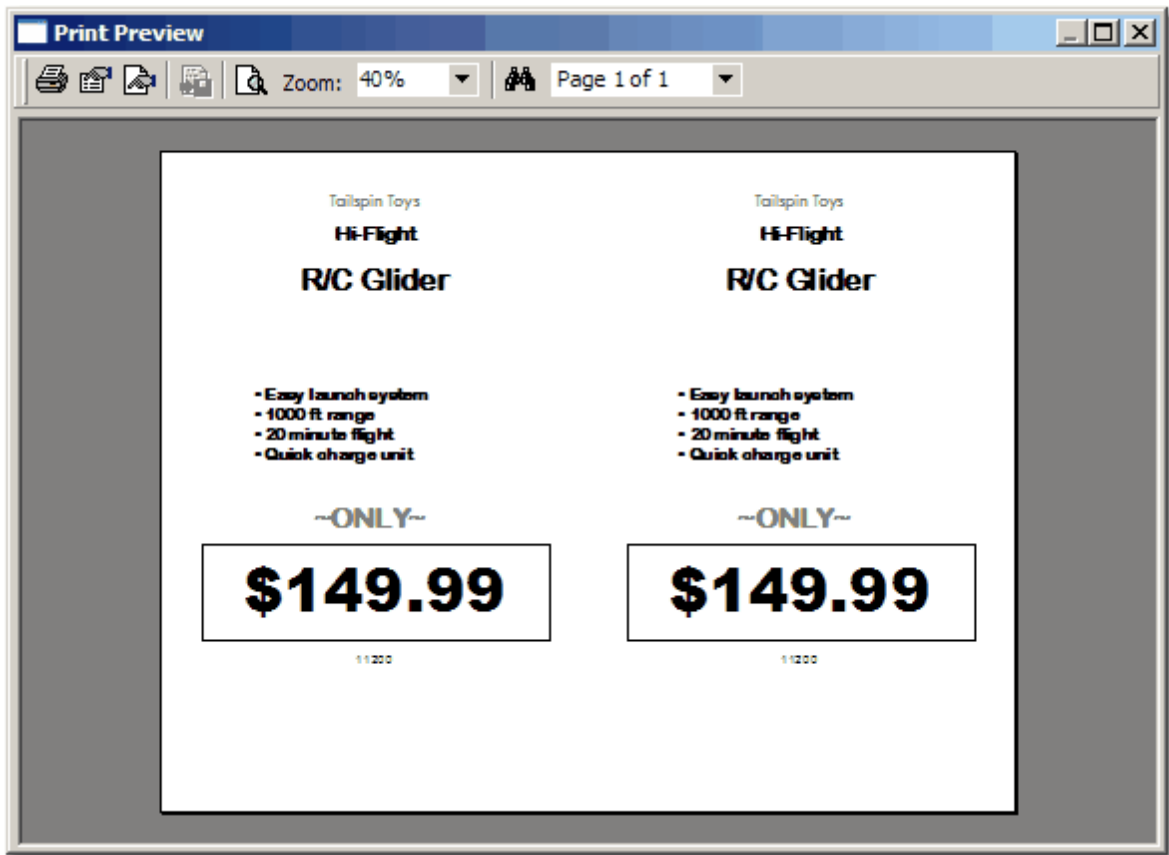
If you have selected a template in Landscape format, the initial view will be skewed on screen. **Printer Properties** must be corrected prior to printing your signs.




To correct the preview, click on the **Printer Properties** icon in the toolbar , then press Enter or click **OK**.



The **Print Preview** will update to render the signs correctly. This step is only necessary when printing in landscape mode.



Click on the **Print** icon , insert the correct paper form (R&M Lazer-Sign) into your printer, and click **OK**.

The results are smart, professional looking point-of-purchase signage -- every time!

To order Lazer-Signs card stock for SmartPOP, contact [Russell & Miller Merchandising](#).

### 1.3.1 Templates

SmartPOP templates include several styles with different layout orientation, yielding up to four sizes of signs.

#### **Key**

AA -- works with plain card stock

AB -- also works with [bordered](#) card stock

ASale -- includes two-color sale graphic (sale price must be active in RMS)

Acz -- works with SALE and Clearance [Lazer-Signs](#)

v -- vertical format

h -- horizontal format

ends in L -- landscape orientation

#### **2"x3" (business card size, 10/pg)**

AA2x3h.lbl

AB2x3h.lbl  
AB3x2vL.lbl  
AA3x2vL.lbl  
ASaleC2x3h.lbl  
ASaleC3x2vL.lbl

**3-1/2"x5-1/2" (4/pg)**

AA3x5hL.lbl  
AB3x5hL.lbl  
AA5x3v.lbl  
AB5x3v.lbl  
AB5x3v\_2.lbl  
ASaleC3x5hL.lbl  
ASaleC5x3v.lbl

**5-1/2"x7" (2/page)**

AA5x7h.lbl  
AB5x7h.lbl  
AA7x5vL.lbl  
AB7x5vL.lbl  
ASaleC5x7h.lbl  
ASaleC7x5vL.lbl

**7"x11" (1/pg)**

AA7x11hL.lbl  
AB7x11hL.lbl  
AA11x7v.lbl  
AB11x7v.lbl  
ASaleC7x11hL.lbl  
ASaleC11x7v.lbl

**CZ**

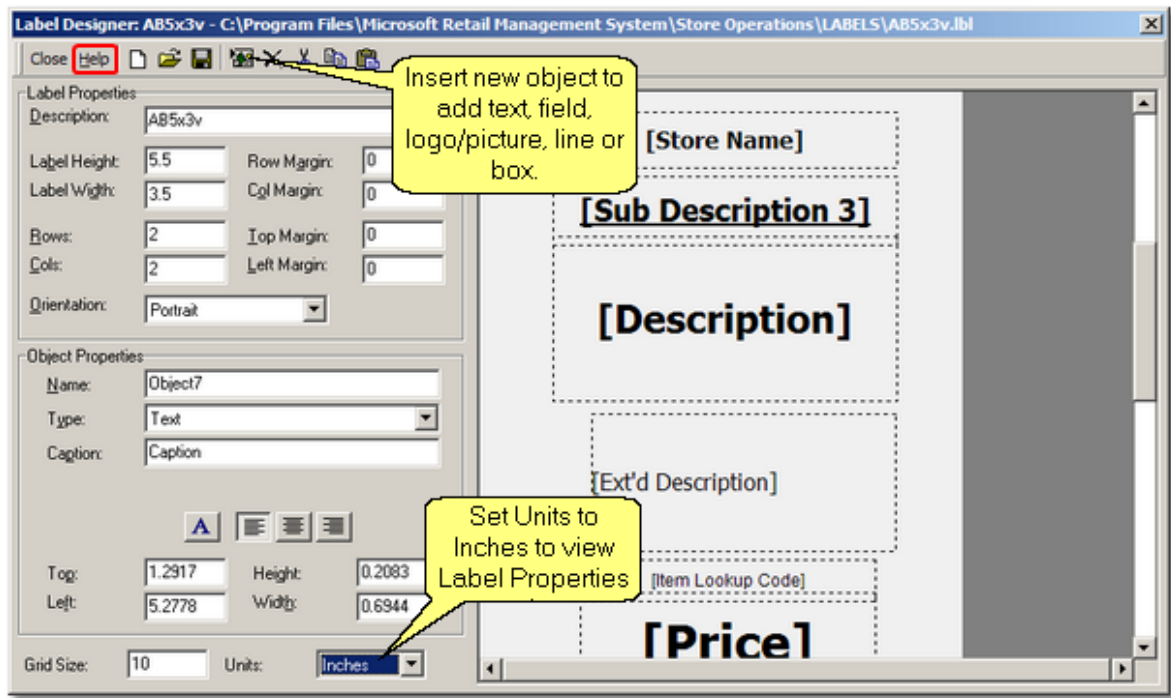
AczaSaleL.lbl (7x11", 1/pg)  
AczdSale.lbl (5-1/2 x 7", 2/pg)  
AczgSaleL.lbl (3-1/2 x 5-1/2", 4/pg)

### 1.3.2 Edit

If you would like to edit a SmartPOP template go to **Manager, Utilities, Label Designer** and open a SmartPOP template.

Follow the Help instructions for Label Designer to modify the SmartPOP template. You can add your store name, extended item description, sub-description, serial number, sale price, MSRP, and more.

Example:



**TIP:** We suggest you save your modified template under a different name to retain the original version of SmartPOP templates.

### 1.3.3 Runtime error 380

If you open a SmartPOP template in **Manager**, **Utilities**, **Label Designer** and receive "Runtime error 380, Invalid property value", this indicates the required TrueType font is not accessible on your system.

To verify TrueType fonts are accessible on your PC, open MS Word and select Format, Font. Look for fonts like Arial and Eurostile. If the TrueType fonts are installed but not visible, this means the default printer driver assigned in Windows does not support TrueType fonts. Add another printer driver (even if the printer does not exist) and assign that driver as your default Windows printer.

### 1.3.4 Russell & Miller Lazer-Signs

To order Lazer-Signs card stock for use with SmartPOP, contact: Russell & Miller Merchandising 800-231-9600

Or visit <http://www.russellandmiller.com> and click on "Lazer Products" under Category.

**TIP:** Order the blank white Lazer-Signs and any bordered or pre-printed "Sale" signs you'd like to use with SmartPOP. These products work with laser or inkjet printers.

## 1.4 Contact Info

### Digital Retail Solutions Contact Information

**Sales Office:**

Phone: 800-322-9471  
Int'l: +1 305 420 6170  
Email: [info@digitalretailer.com](mailto:info@digitalretailer.com)  
Website: [www.DigitalRetailer.com](http://www.DigitalRetailer.com)  
Hours: 9am-5pm EST Mon-Fri

**Support & Training:**

Email: [support@digitalretailer.com](mailto:support@digitalretailer.com)  
Website: [www.DRSHelp.com](http://www.DRSHelp.com)  
Hours: Available 7 days\*

\*See our [Support Agreement](#) for details.

**Mailing Address:**

Digital Retail Solutions Inc.  
2018 Electric Rd PMB 205  
Roanoke, VA 24018-1938  
USA



## 1.5 Make a Suggestion

We are very interested in making improvements to our RMS utilities and add-ins to meet your needs.

- Have an idea for an enhancement?
- Thought of a feature we left out?
- Want to report an operating problem?

Please click through to our [Suggestion Box](#) and let us know right away.

**Updates and upgrades to DRS add-in utilities are included with a DRS annual maintenance plan. Contact your RMS reseller for details.**

Endnotes 2... (after index)

Back Cover