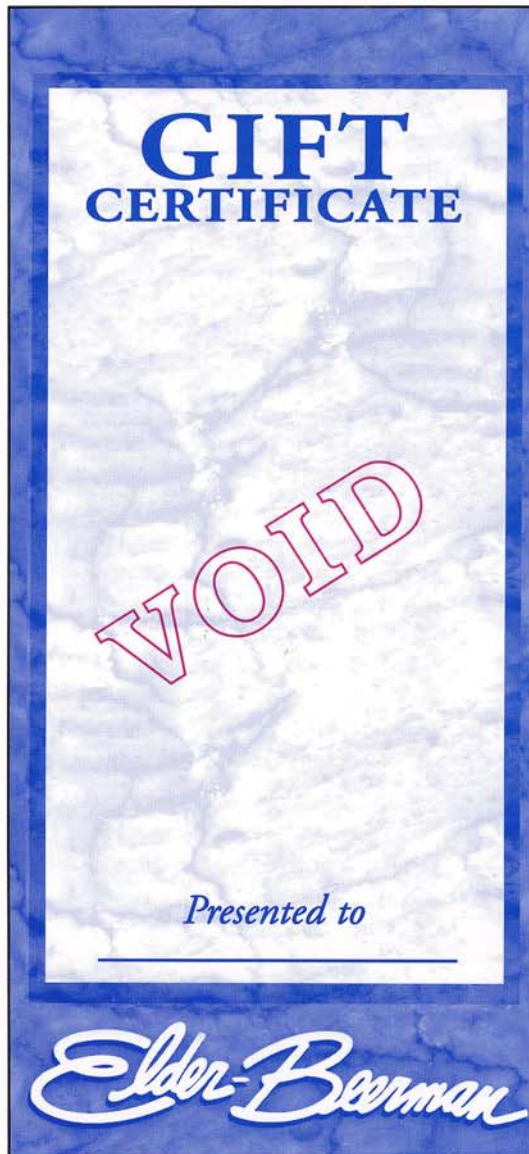


CASE STUDY: GIFT CERTIFICATE

- ❖ In recent years retailers have experienced problems with counterfeit gift certificates. One retailer, however, is using a bar-coded form to fight this problem.
- ❖ When the gift certificate is purchased, it is scanned. This allows the retailer to have the certificate number on file along with the purchase price.
- ❖ When the certificate is redeemed, it is again scanned. This allows the clerk to make sure the gift certificate number is valid and that the value of the gift certificate matches the original purchase price.
- ❖ Thanks to this new system, counterfeit gift certificates have been dramatically reduced.

FRONT



BACKER

