



PENNSYLVANIA COUPON REDEMPTION SERVICES REPORT 2017

Year In Review

Pennsylvania Coupon Redemption Services, Inc. (PCRS), the wholly-owned subsidiary of Pennsylvania Food Merchants Association (PFMA), enjoyed a very successful year of operation in 2017 including an increased demand for our services, the implementation of key coupon program enhancements and strong financial performance which supports other association initiatives.

Last month PCRS welcomed the members of the East Central Ohio Food Dealers (ECO) and Michigan Grocers Association (MGA) coupon programs to our direct client base. PCRS had been both associations' coupon processor for many years and when ECO and MGA made the decision to cease their coupon programs, they referred their retailers to PCRS.

"We've worked hand-in-hand with PCRS for many years," stated MGA Vice President Mike Hamelin. "They know the coupon redemption business better than anyone else, bar none, they're very good at it and extremely customer-focused," he added.

PCRS is also expanding its digital coupon processing business – most recently adding Redner's Warehouse Markets and now partnering with loyalty provider Accelitec. PCRS will be the preferred processor for Accelitec retailer digital coupons with C&K Market, Inc., a 40-store independent grocery chain based in Medford, Oregon, the first retailer onboarded. PCRS' other digital coupon clients are C & S Wholesale Grocers, Iowa-based Fareway Stores and the Utah Food Industry Association/Associated Food Stores.

PCRS processed more than 20,000,000 paper and electronic coupons last year for thousands of supermarkets, convenience stores and other retailers throughout the country. PCRS was started in 1956 by retailers, for retailers. We put our years of experience and retailing perspective to work for retailers with:

A LOW PROCESSING FEE: For only pennies per coupon, PCRS will handle the processing and payment of all paper and electronic manufacturer coupons.

PROMPT PAYMENT: PCRS pays on time, every time – and offers three payment plans for added flexibility.

NO EXTRA CHARGES: PCRS has zero miscellaneous fees and no fee for any manufacturer deductions a store may receive. Many PCRS competitors charge 16 cents or more for each coupon charged back.

FAST AND ACCURATE PROCESSING: PCRS utilizes the latest scanning technology, system controls and proprietary payments software to ensure you get paid properly for all coupons submitted.

SIMPLE SUBMISSION PROCESS WITH NO MINIMUM SHIPMENT SIZE OR FEE: There is no need to separate, sort or count your coupons. Simply keep them in a safe place after accepting them from customers and then submit them to PCRS every four to eight weeks to prevent expired coupon chargebacks from manufacturers.

DETAILED AND CLEAR PAYMENT REPORTING: The PCRS check and payment reports provide all the data necessary to help you track and manage this important segment of your business.

EXPERIENCED AND PROFESSIONAL CUSTOMER SERVICE: Receive full-time service for your full-time satisfaction. Guidance and assistance on coupon handling best practices, fraud issues and manufacturer deductions is always just a call or click away.

Not a current PCRS client? Contact us for a quote. We'll work hard to earn your business and ensure a seamless transition to PCRS.

To accommodate a growing and diverse customer base, PCRS has invested heavily in upgrades to our proprietary paper and digital coupon payment and reporting software and systems. Many clients now receive entirely paperless payment and reporting and a Manufacturer Detail Report, which lists in descending order the coupon counts and face values of each manufacturer in a submission, has been added to the standard report package. PCRS applications run on a Linux-based operating system, which is currently being virtualized to PFMA's server. This will enhance back-up functionality and minimize downtime in a disaster-recovery scenario.

When it comes to paper coupon redemption, counterfeit coupons are one of the biggest challenges facing retailers today. The current generation of fakes, usually created and posted on the Internet by hackers intent on causing chaos, are very high quality and can too easily turn a 50-cent coupon into a \$5.00 offer that is hard to detect at point-of-sale. Most fakes currently in circulation are for free products or high values and are produced on home-office equipment.

Counterfeits that aren't caught by the retailer create financial harm because the manufacturer will not accept them for reimbursement. Counterfeits that are detected

at the checkout create a challenging interaction with the customer, who may be an unwitting participant in the fraud insofar as they downloaded what they thought was a legitimate coupon from the web. Any Internet print-at-home coupon deserves extra scrutiny by cashiers or self-checkout attendants – especially if the coupon doesn't scan at checkout or is for a free item. There are no valid Internet print-at-home coupons that offer a 100% or free product discount or have a face value in excess of 75% of the sale price of the product.

PCRS is helping educate retailers about fake coupons with email blasts as new counterfeits become known and by posting pertinent information on our website:

[Counterfeit Coupon Alert](#)
[PCRS Sample Coupon Policy page](#)

PCRS also collaborates with the Coupon Information Corporation (CIC), a not-for-profit association of consumer product manufacturers aimed at fighting coupon misredemption and fraud. For more information or to see the latest counterfeit coupon alerts, visit the CIC online at:

<https://couponinformationcenter.com>

