Heartland
pcAmerica

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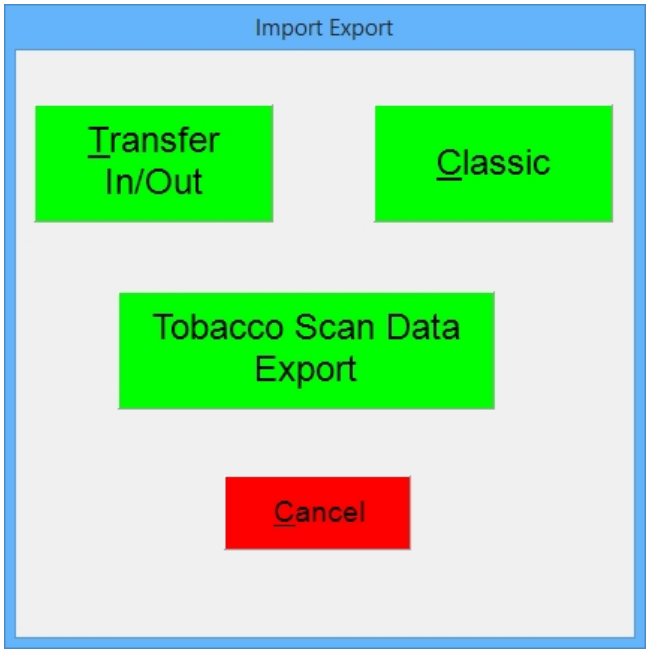
Tobacco Scan Data Export Tool

RJ Reynolds



Cash Register Express now supports the ability to export invoice data relating to a specified department in a file that can be given to companies that collect this data. This export can be used by brands that issue manufacturer coupons. This will make it easier for these manufacturers to calculate the total amount to refund to the store for coupons that were used to apply discounts to the tobacco products.

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Important Notes:

- **Before using this feature**, a retailer must contact a RJ Reynolds (MSA) representative to **register** their business. The retailer will then work RJ Reynolds (MSA) to certify their scan data exports before they begin to receive refunds for the manufacturer promotions. **Contact** the MSA Retailer Support Center @ 1-877-544-4429 or rsc@msa.com to **learn how to register**.
- CRE Version **12.8035** or newer **must be installed** in order to use this feature.
- When configuring the descriptions of these discounts, the parts of the description that are **bold & underlined** **must be entered** in the specified description field in order for the exports to be accepted by RJ Reynolds.
- When configuring your manufacturer promotions, the **SECOND DESCRIPTION** is required in order for the scan data to export correctly.

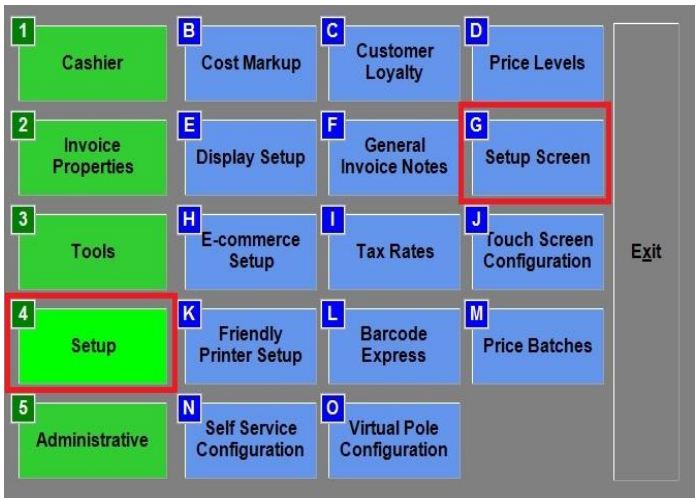
Revision History

Document Version	Date	Author	Description of Changes
1.0	March 8, 2018	MP	1st Release
1.1	March 20, 2018	MP	Added section for presented coupons
1.2	October 7,2024	BG	Disable Combine Lines

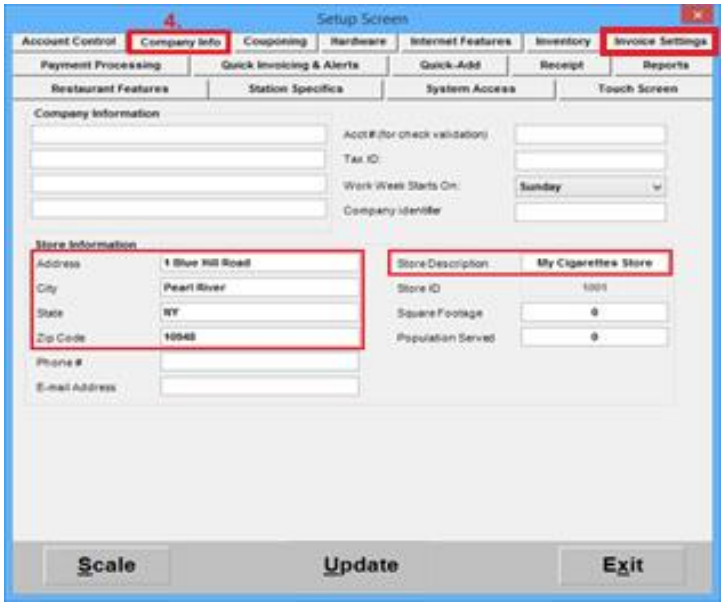
Configuring CRE

Your store information must be configured in the **Company Information** tab of the **Setup Screen** prior to performing an export. The data export me be rejected if this information is wrong or missing. **Combine lines** must also be disabled.

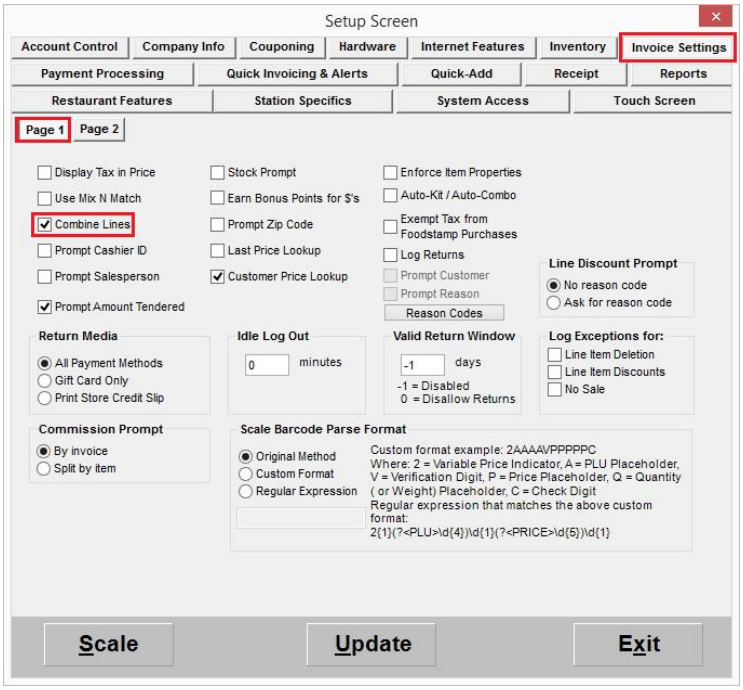
1. Select **Manager** or **Options** and enter the administrative credentials



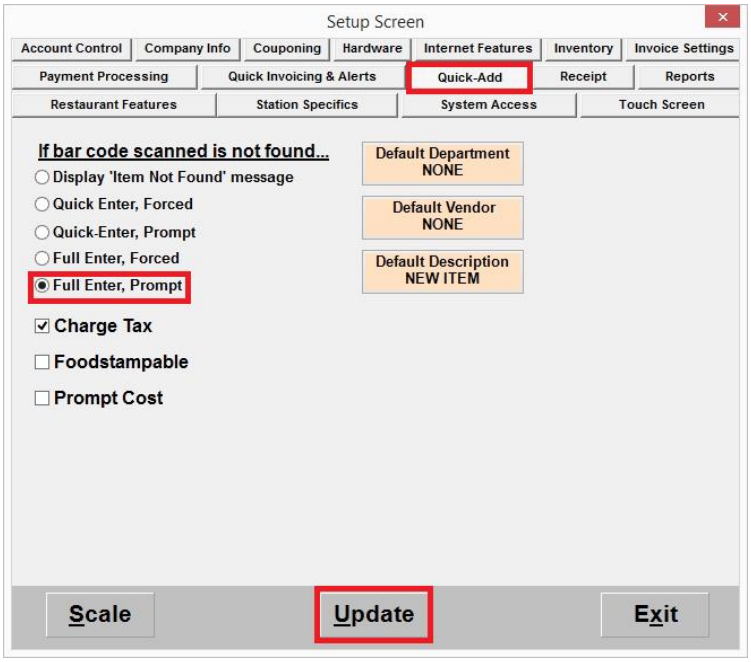
2. Select **Setup**
3. Select **Setup Screen**



4. Select the **Company Info** tab
5. Under the **Store Information** section enter your store's information in the following fields:
   - Store Description (**your store's name**)
   - Address
   - City
   - State (**CAPITOL LETTERS ONLY**)
   - Zip Code



6. Select **Invoice Settings**
7. Disable **Combine Lines**



8. Select Quick Add
9. Under **If bar code scanned is not found…** enable **Full Enter, Prompt**
10. Select **Update**

Note: You can select Full Enter, Forced, however you must complete the item setup when a # is entered in the **Scan Barcode Now…** field in the invoice screen.

RJ Reynolds - Configuring Items with correct Units of Measure

RJ Reynolds requires **specific descriptions** to be used for **unit types** and **sizes**. As an example, for a pack of cigarettes it must have **"Pack"** as the **unit type**, not PK or pack or box. A list of these specific description will be displayed on the next page.

<table>
<tr>
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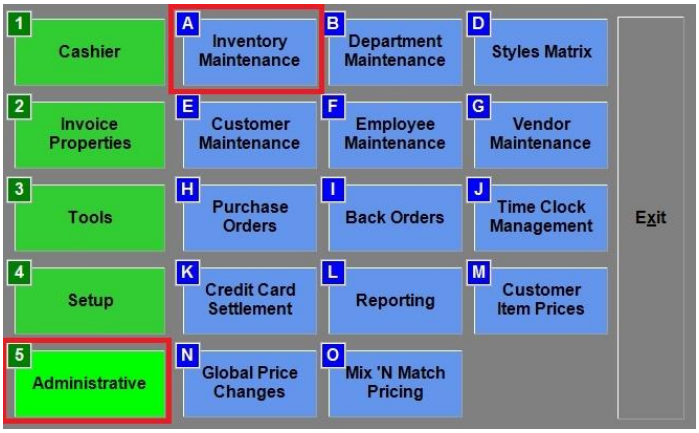
<td> 
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<td>2. Select Administrative
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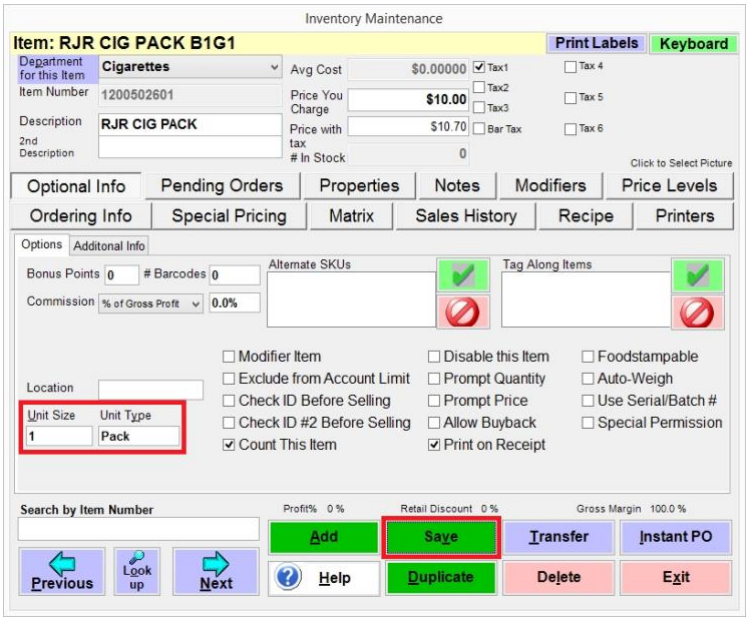
<td> 
</td>
<td>4. Navigate to the PRJ Reynolds item that needs to be configured.
5. For Department for this item select a department. This department must match the selected department during the export to include the item.
6. In the Unit Size specify the number of packs within the carton.
7. In the Unit Type specify the unit of measure of the item, check the table on the next page to ensure it has the unit of measure specified.
8. Select Save</td>
</tr>
</table>

RJ Reynolds - Acceptable units of Measure

Below is a table containing the acceptable descriptions for units of measure that must be entered in the **Unit Type** field for each tobacco item in Inventory Maintenance.

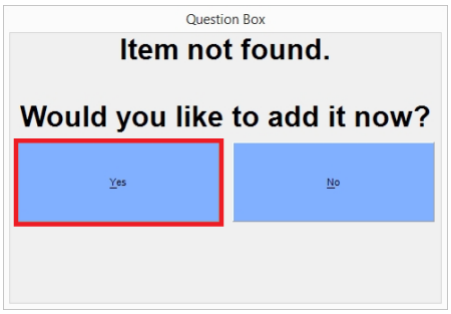
TOBACCO CATEGORY	**UNITS OF MEASURE**
Cigarettes	Pack, Carton, or Case
Cigars/Little Cigars	Each (For single stick cigar), Pack, Box, Case
Pipe Tobacco	Bag, Tub, Canister, Case
E-Cigs	Each (for single Sticks E-cigs), Pack, Kit, Bottle, Cartridge, Box, Case
Tubes	Tubes, Pack, Carton, Box, Case
RYO	Pack, Bag, Canister, Box, Case
Loose Tobacco	Pooch, Pack, Canister, Box, Case
Papers/Wraps	Booklet, Pack, Box, Case
Premium Cigars	Each (for single sticks of cigars), Bundle, Pack, Box, Case

Additional Notes for Unit of Measure:

- Do not use any abbreviations (like EA, PK or CTN).
- You may use 2PK, 3PK, etc. but only to describe bundles (2 or more individual items packed/cellophane together).
- 5PK can be used to describe sales of half cartons.
- EACH should only be used for sales of single sticks of cigarettes, cigars or E-cigs. It can't be used to describe sales of individual packs, cans, etc.
- Sizes (oz., ml, etc.) and/or Counts (1CT, 2CT, 10CT, etc.) are not valid UOM.
- Please try to keep consistency when reporting UOM for items within the same tobacco category.

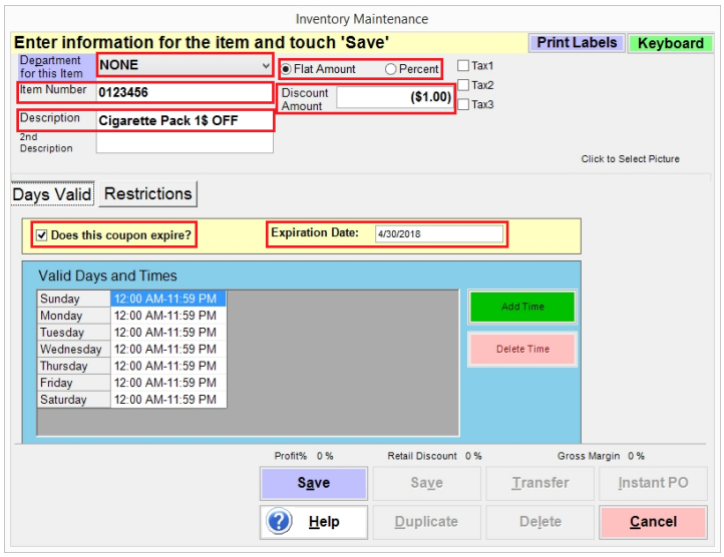
Adding Coupons for Tobacco Products

When a customer presents a manufacturer coupon with a scan-able barcode while scanning their items, follow these steps to add it to your inventory so its discount can be automatically applied the next time the same coupon is scanned. You can also use these steps for coupons that do not have a barcode, you'd give the coupon its own unique item#.



1. After scanning a barcode on a manufacturer coupon, you'll receive the prompt "**Item not found. Would you like to add it now?"**
2. Select **Yes** to continue with adding the coupon to your inventory or select **No** to continue to add other items to the invoice.

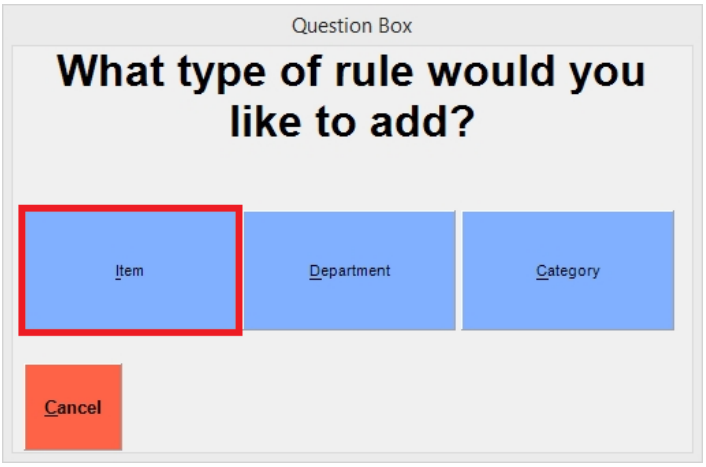
3. Select **Coupon**



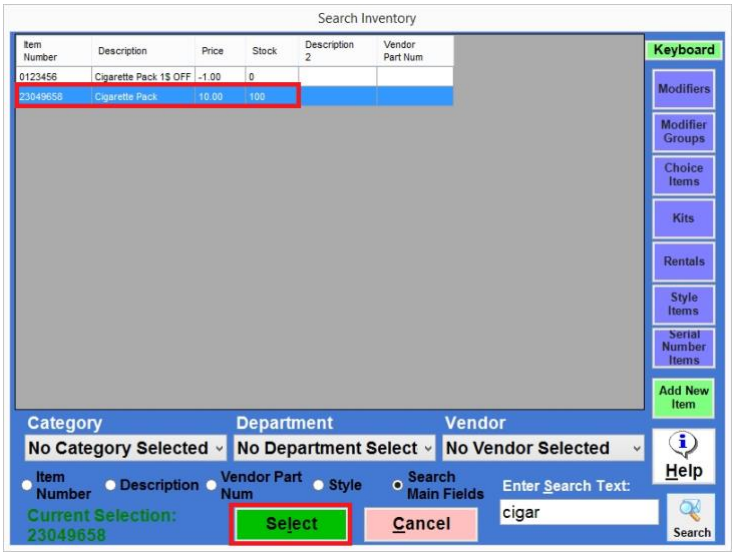
4. Configure the **Department** to a department that does not contain your tobacco items
5. Configure the **Description** to contain a title of the coupon
6. Select the **type of discount** either **Flat Amount** or **Percent**, it is usually **Flat Amount**
7. Enter a **Negative** amount in the **Discount Amount** field
8. **Uncheck** all of the **tax rates**
9. If the coupon expires, put a check in the **Does this coupon expire**?
10. Enter the **expiration date** of the coupon in the format **MM/DD/YYYY** or **double click/tap** the expiration Date Field to open the touch screen date selection screen.
11. Select **Restrictions** to configure how the coupon can be applied to items.

To configure what items the coupon can be applied too, follow the steps below:

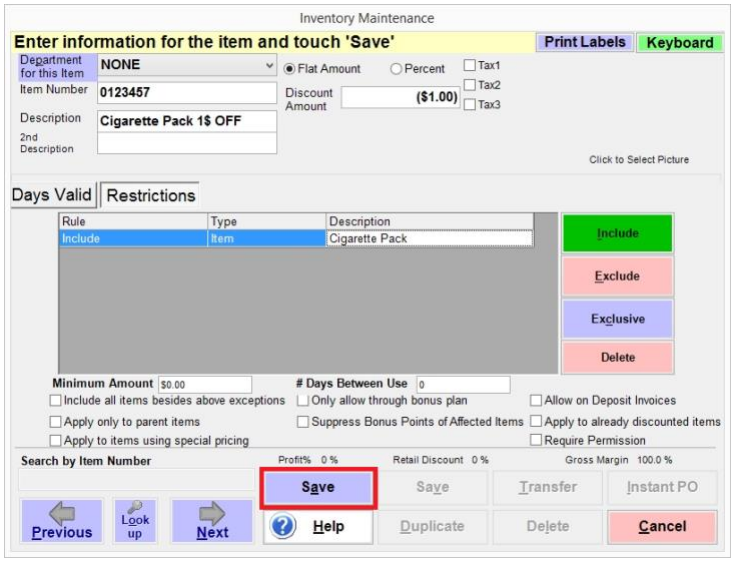
12. Select **Include**



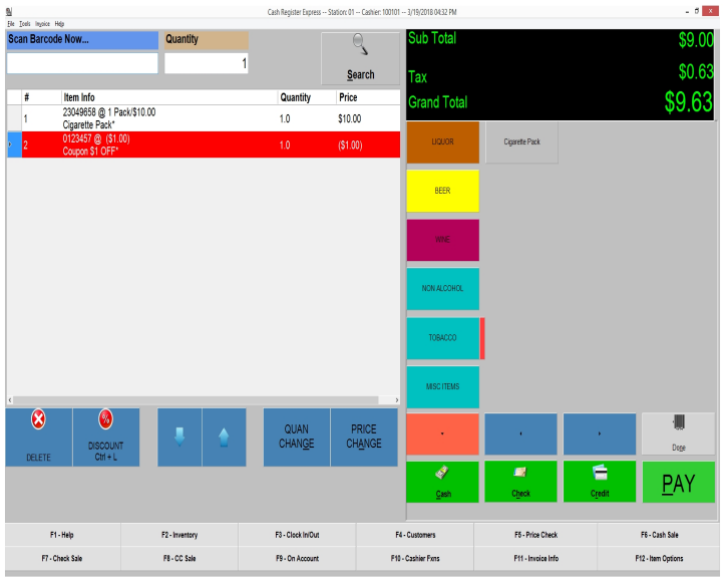
13. Select **Item,** do not use department or category this may result in the coupon being used to discount an item that is not eligible for the discount.



14. Search for the tobacco product the coupon can be used to discount.
15. Press **Select** after highlighting the product.



16. Select **Save**



17. The created coupon will automatically be applied to the invoice.

NOTE: if you need to configure the coupon so it can only be applied to the invoice **only once**, Lookup the created coupon in **Inventory Maintenance** & follow steps 11 through 15, except select **Exclusive** and search for and select the **created coupon** item.

See the image to the left as an example of the configured **restrictions** section.

NOTE: if the coupon can be applied to multiple items, lookup the created coupon in **Inventory Maintenance** & follow steps 11 through 15 and select the item the discount can be applied to for each item.

Adding Manufacturer Promotions to CRE

RJ Reynolds offers many different types of discounts that can be refunded. There are value added promotions, buy-down, FGI, and more. In order to apply these discounts in CRE and have export correctly they must be configured as coupon items and Mix n Match discounts.

Value Added Promotion Dollar Discount Amount – Coupon Configuration

Value added promotions are discounts that are included in the price that is specified via the barcode that comes on the item. This barcode is usually found on the plastic wrapping that advertises the discount on the outside of the pack, roll, carton etc.

<table>
<tr>
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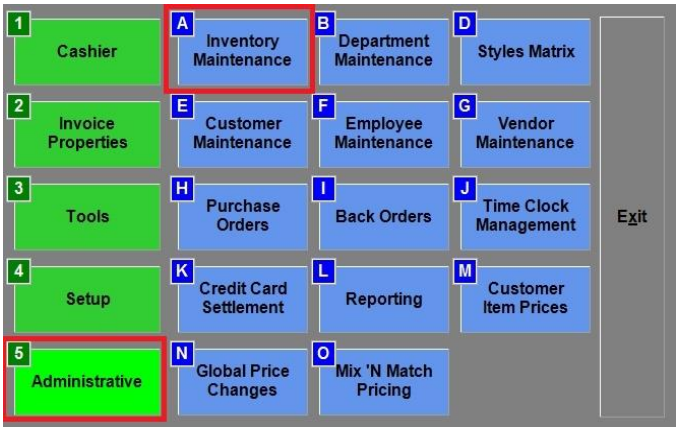
<td> 
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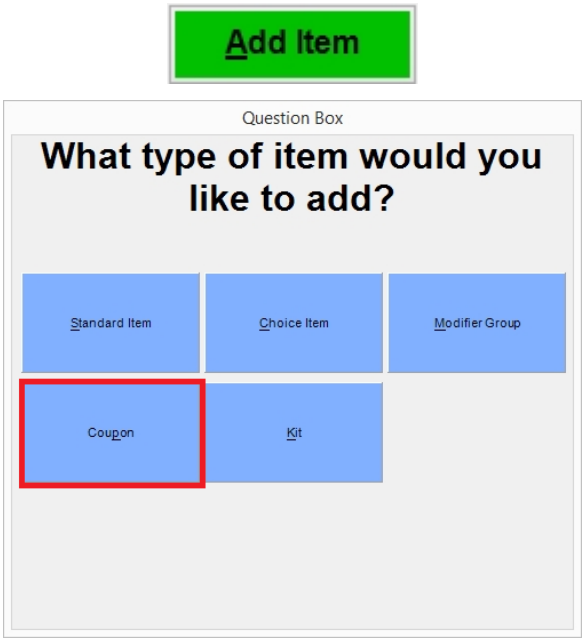
<td> 
</td>
<td>4. Select Add Item when the inventory maintenance screen appears.
5. Select Coupon when prompted.</td>
</tr>
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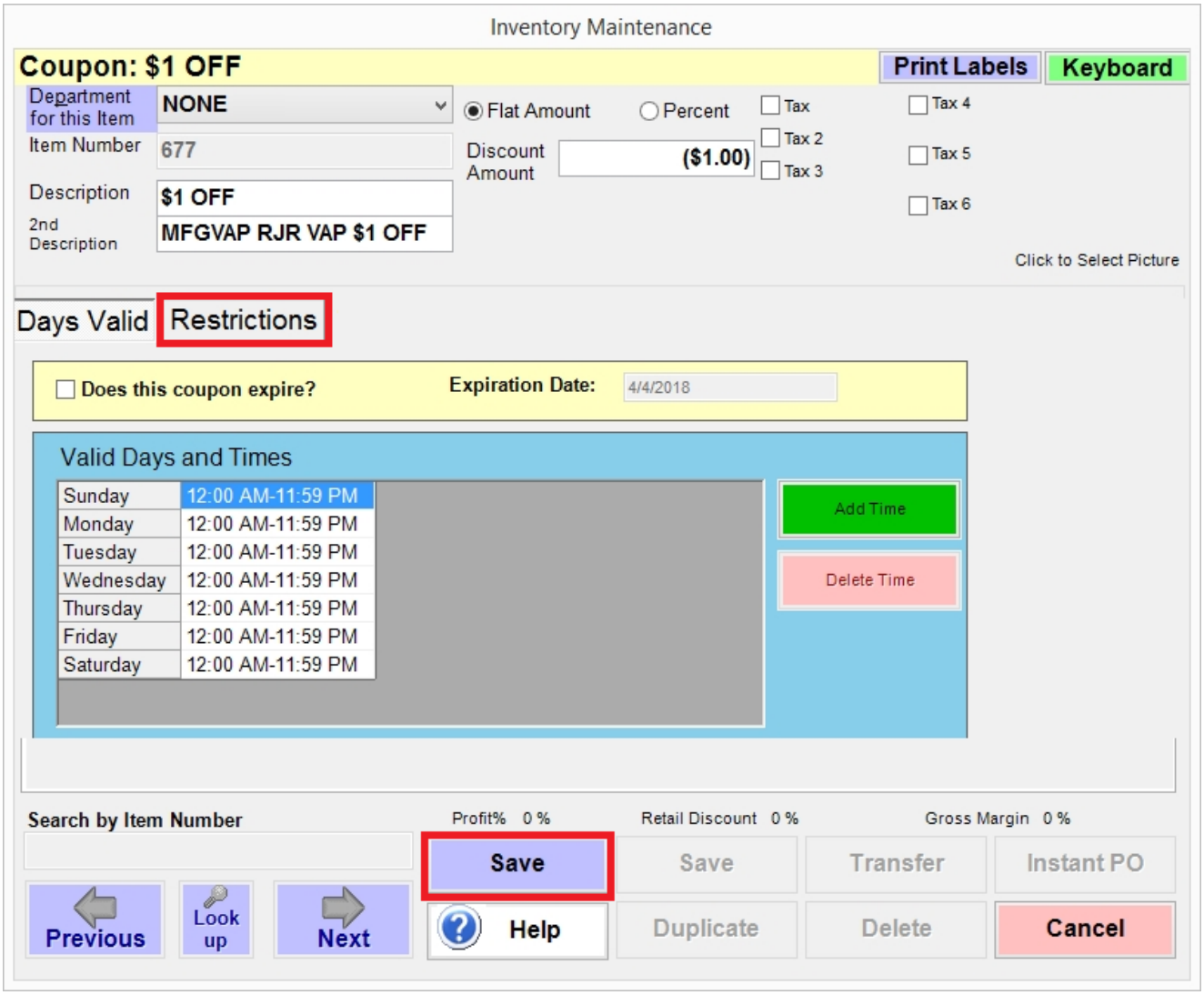

6. Configure the **Item Number**, this can be any number that is not already in use.
7. Set the **Department for this item** to a department that **is not used** for your **tobacco** items..
8. Enter a **Description** that explains the value added promotion for the item.
9. For **Second Description**, **You Must** enter **"MFGVAP"** followed by "RJR VAP" followed by ***"discount description"***, for ***discount description,*** it can be anything that accurately explains the Manufacturer Promotion Description.
10. Set the **Discount Type** & **Discount Amount**, enter a **negative** amount that will be discounted from the item.
11. Leave the **Tax** boxes **unchecked.**
12. Configure the restriction settings for the coupon.
13. Select **Save**.

Value Added Promotion Dollar Discount Amount – Item Configuration

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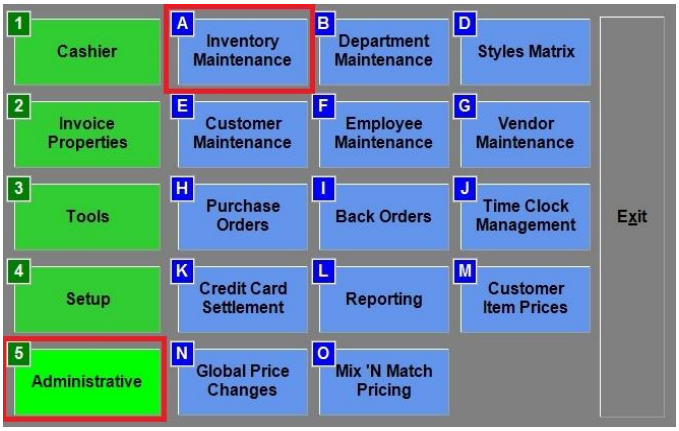
<td> 
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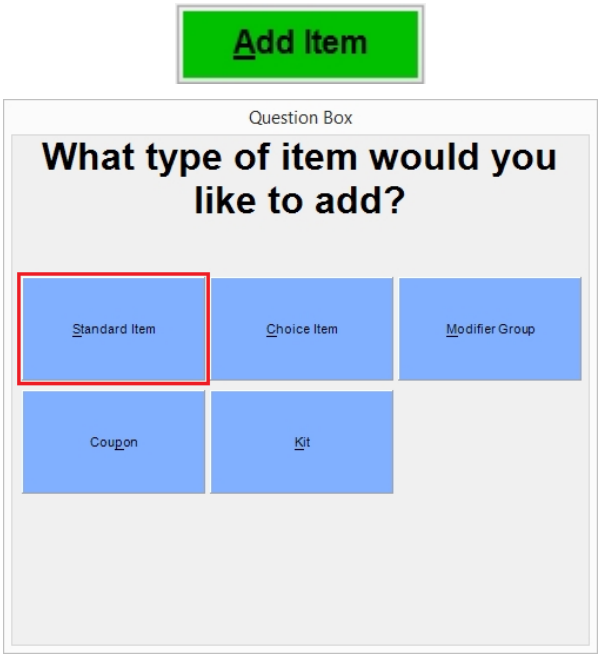
<td> 
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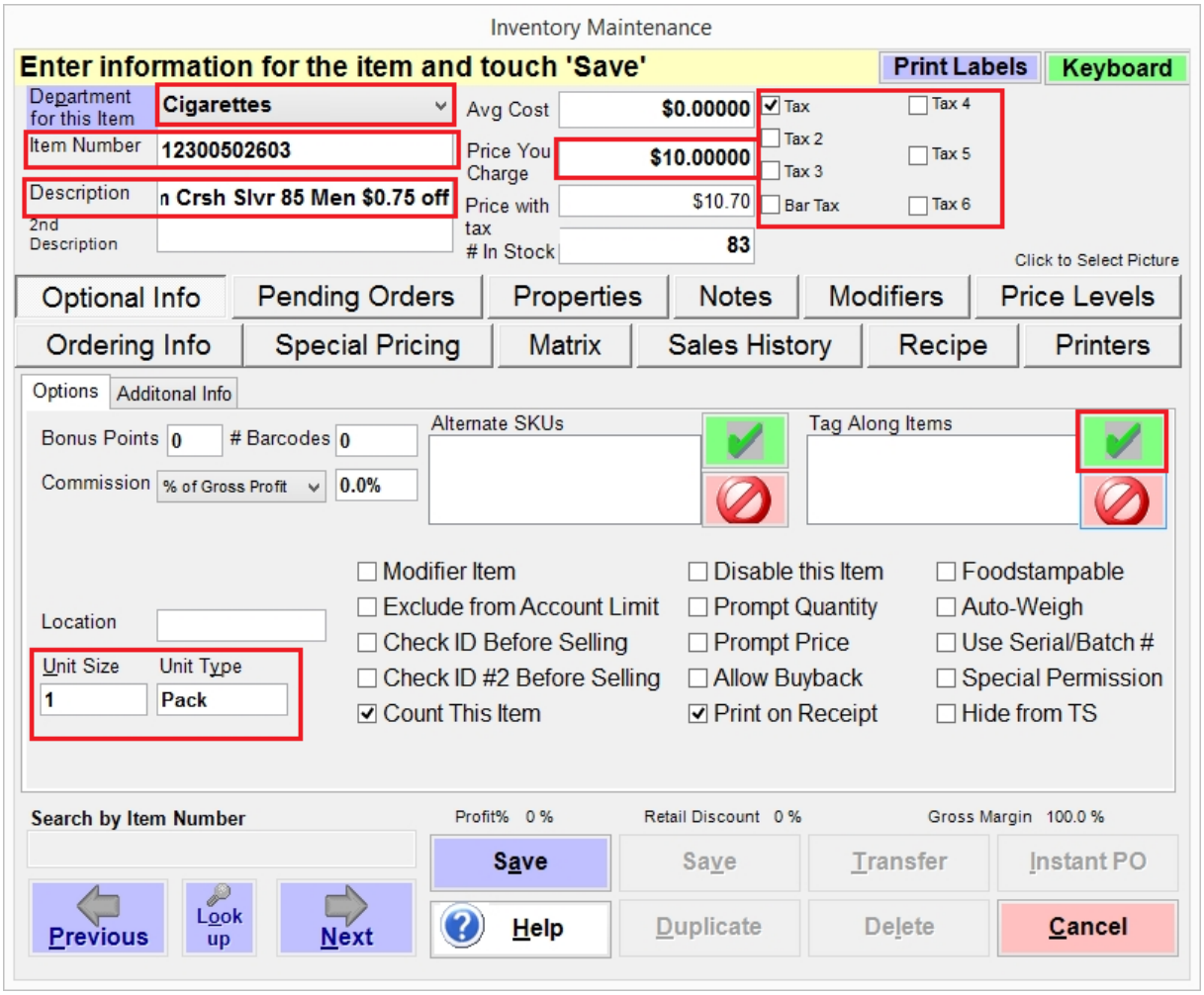
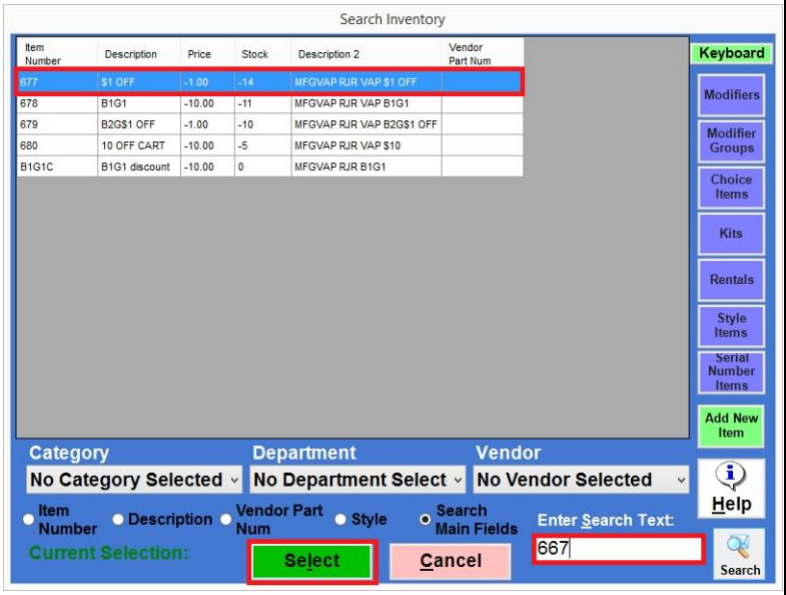
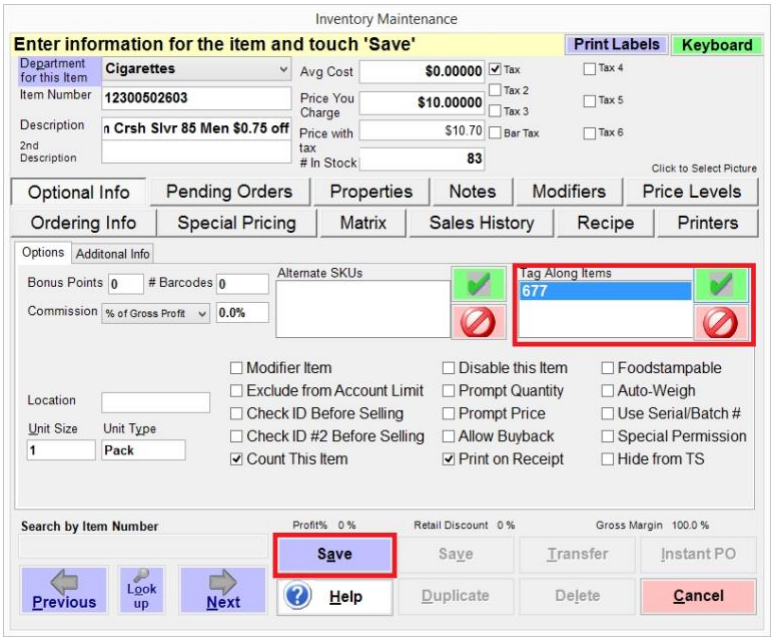


6. For **Item Number** enter the barcode code number of the value added promotion item. This barcode number is usually found on the plastic wrapping that advertises the discount on the normal pack of cigarettes.
7. For **Description**, enter the description of the item and discount.
8. Select the appropriate **Department** for this item.
9. Enable any **Tax** rates that are required.
10. For **Price You Charge**, set the price of the item to be the **full price** of the item.
11. Set **Unit Size** to 1, this applies to VAP discounted items that are a bundle.
12. Set **Unit Type** to the container of the item, see the RJ Reynolds - Acceptable units of Measure section.
13. Select **the green check mark** next to **Tag Along** items.



14. **Search** for the created VAP coupon you created in the previous section via its description or item number.
15. **Select** the coupon to highlight it in blue
16. Press **Select**



17. The value added promotion Coupon item is now added as a tag along item for the discounted item. This will ensure that the discount for the value added promotion is applied to the item every time it is sold.
18. Select **Save**

You can add the same Value added promotion coupon item to each item that has the same discount amount in your inventory.

Value Added Promotion Buy One Get One – Coupon Configuration

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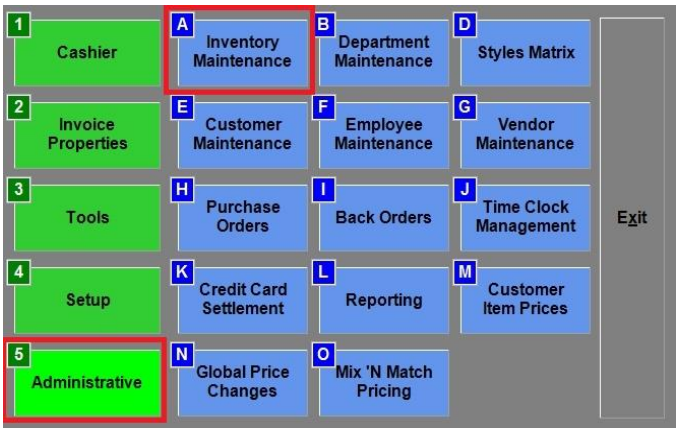
<td> 
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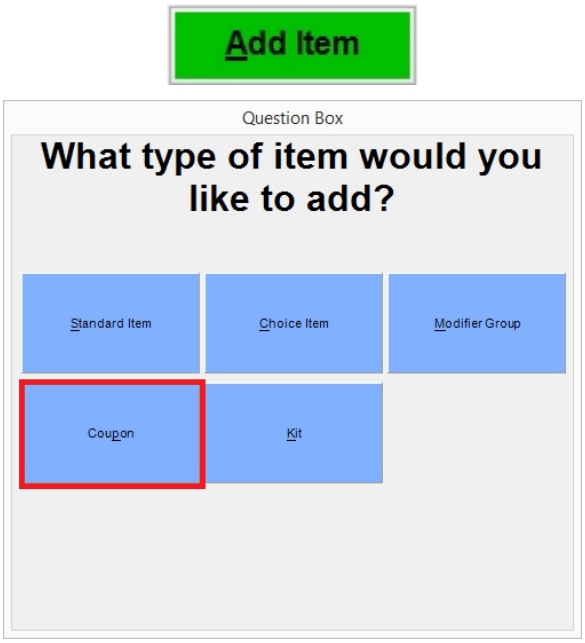
<td> 
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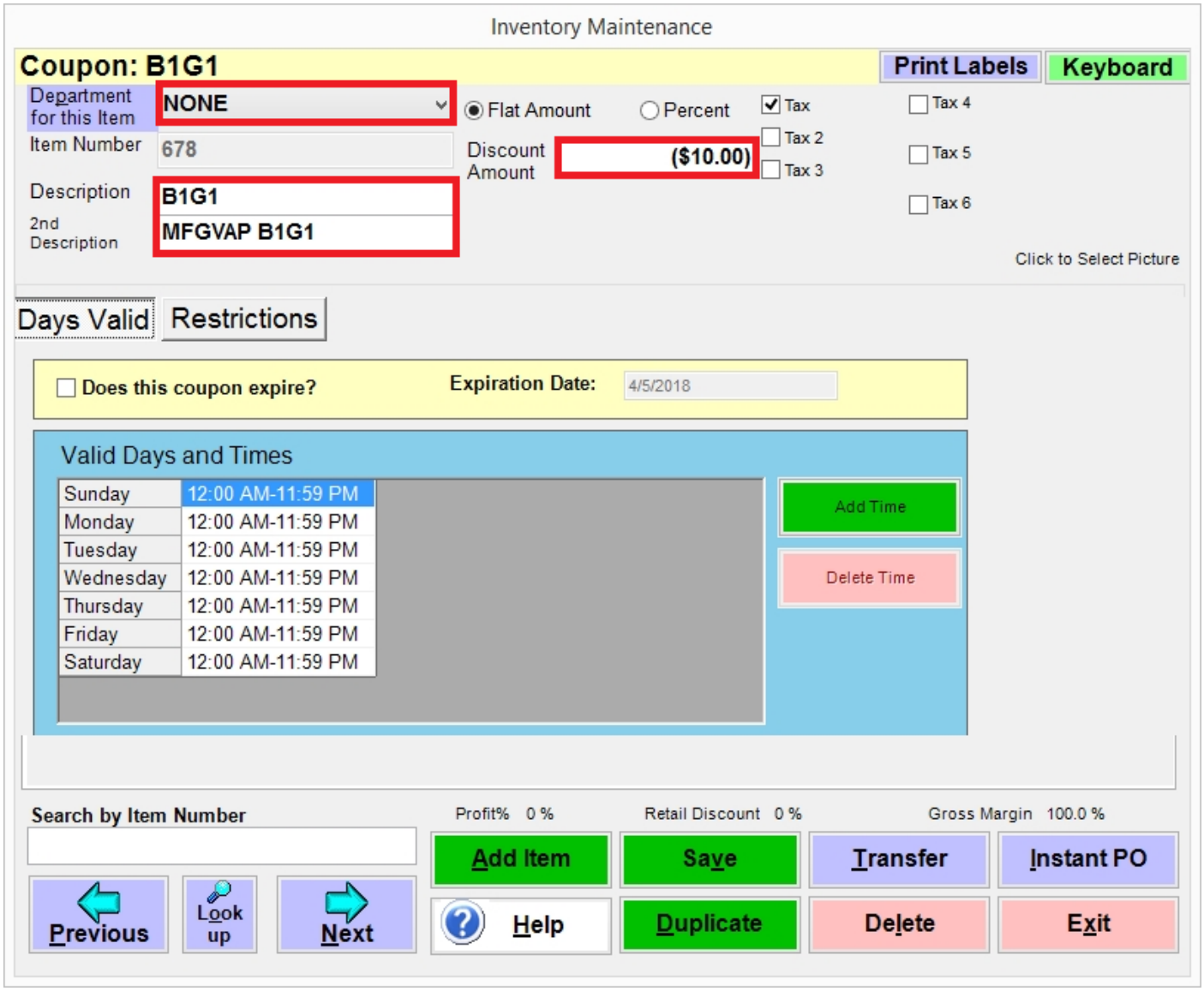

6. Configure the **Item Number**, this can be any number that is not already in use.
7. Set the **Department for this item** to a department that **is not used** for your **tobacco** items.
8. Enter a **Description** that explains the value added promotion for the item.
9. For **Second Description**, Enter **"MFGVAP"** followed by followed by **"B1G1**"
10. Set the **Discount Type** & **Discount Amount**, enter a **negative** amount that is equal to the price of **one** tobacco product.
11. Leave the **Tax** boxes **unchecked.**
12. Configure the restriction settings for the coupon.
13. Select **Save**.

Value Added Promotion Buy One Get One – Item Configuration

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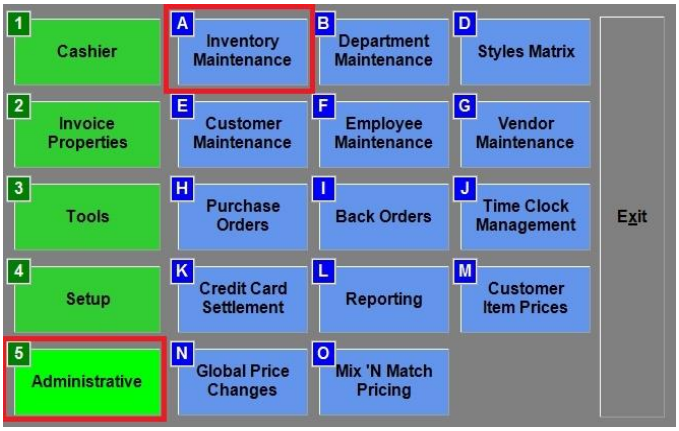
<td> 
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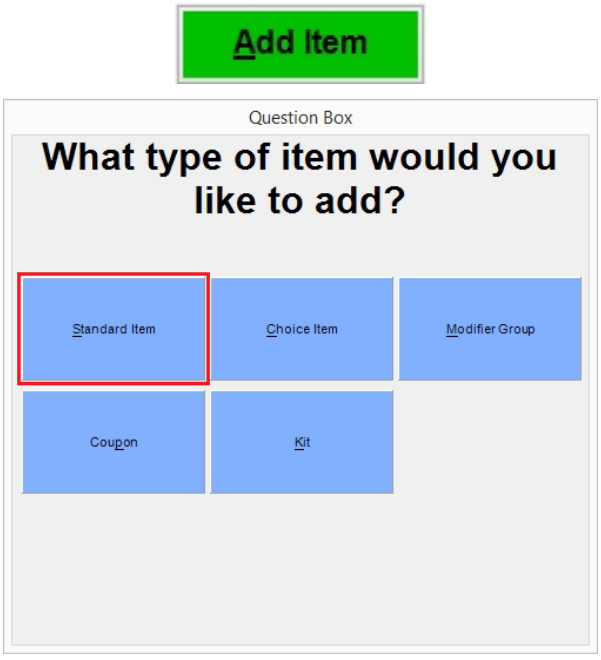
<td> 
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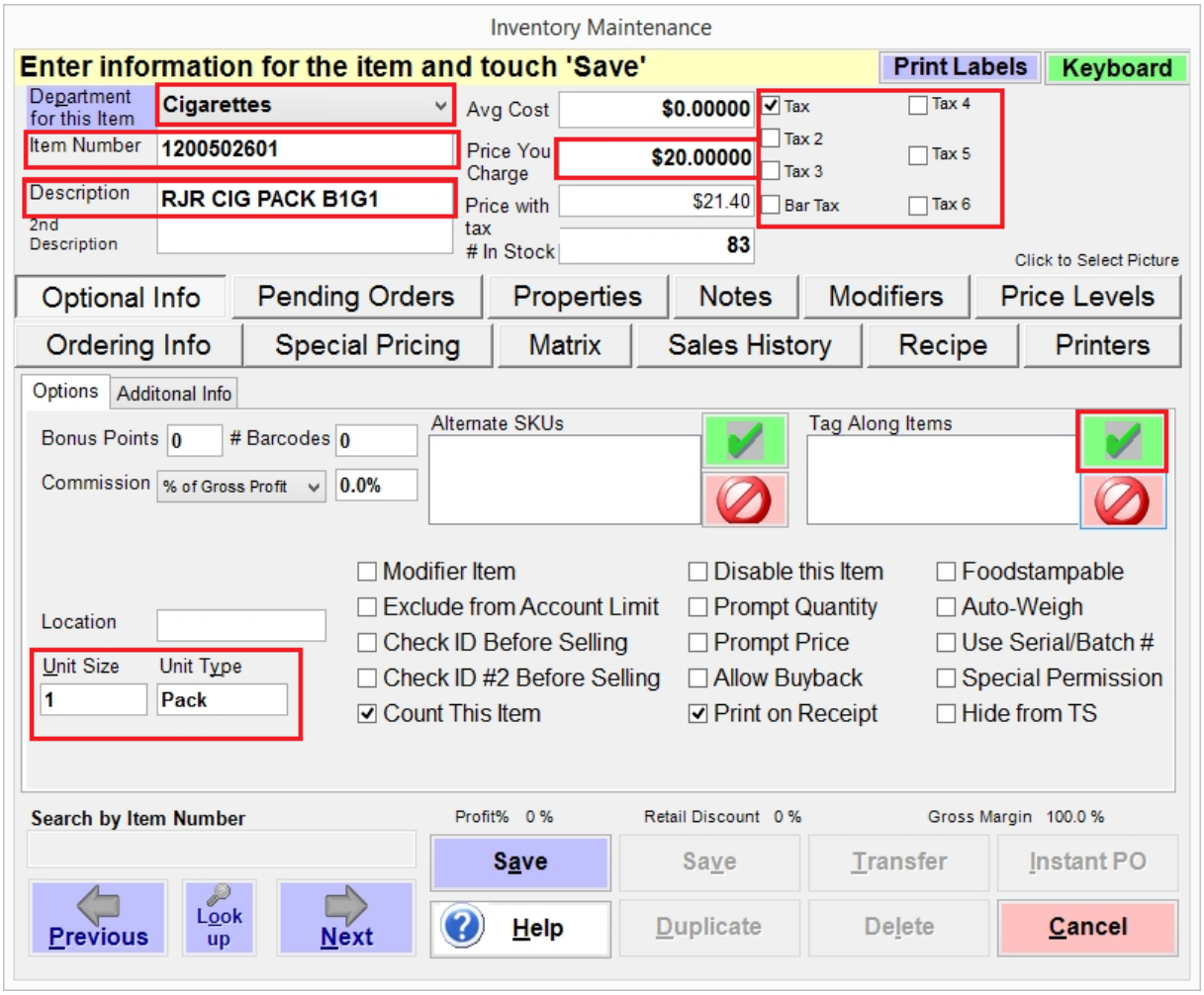

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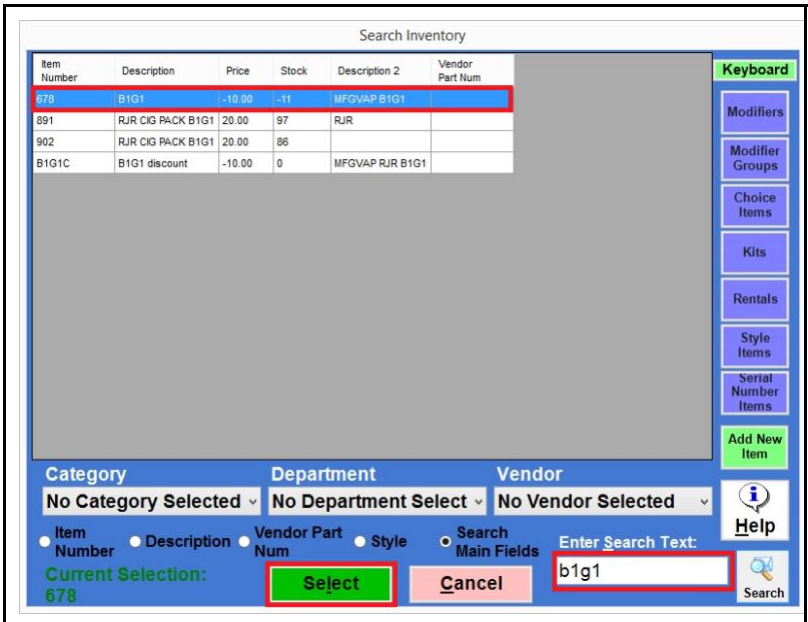
7. For **Description**, enter the description of the item and discount.
8. Select the appropriate **Department** for this item.
9. Enable any **Tax** rates that are required.
10. For **Price You Charge**, set the price to be equal to the **cost of 2** of products.
11. Set **Unit Size** to 1, this is because the customer is buying **one bundle**.
12. Set **Unit Type** to the container of the item, see the RJ Reynolds - Acceptable units of Measure section.
13. Select **the green check mark** next to **Tag Along** items.



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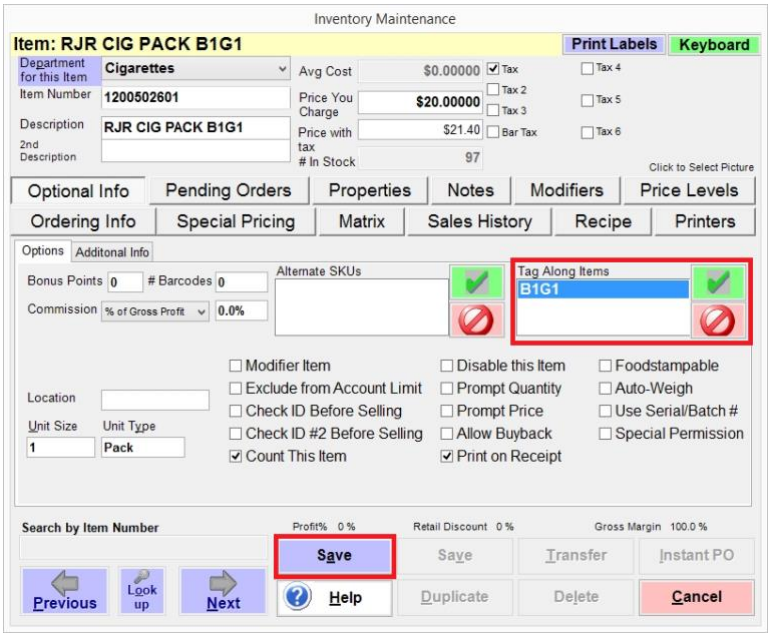

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Value Added Promotion Buy Two Get $ Off – Coupon Configuration

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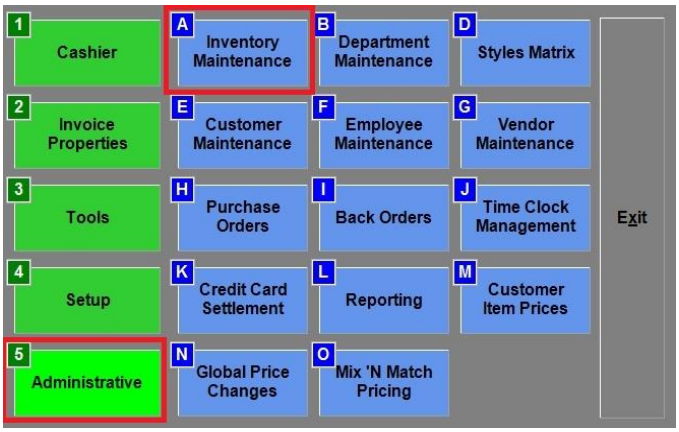
<td> 
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<td>2. Select Administrative.
3. Select Inventory Maintenance.</td>
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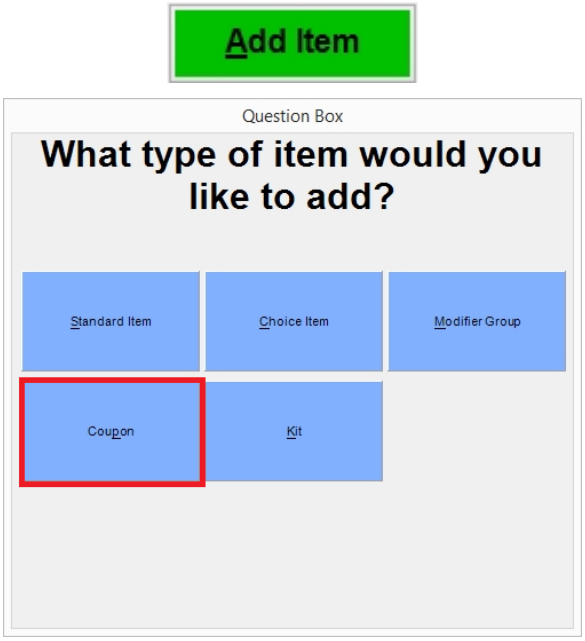
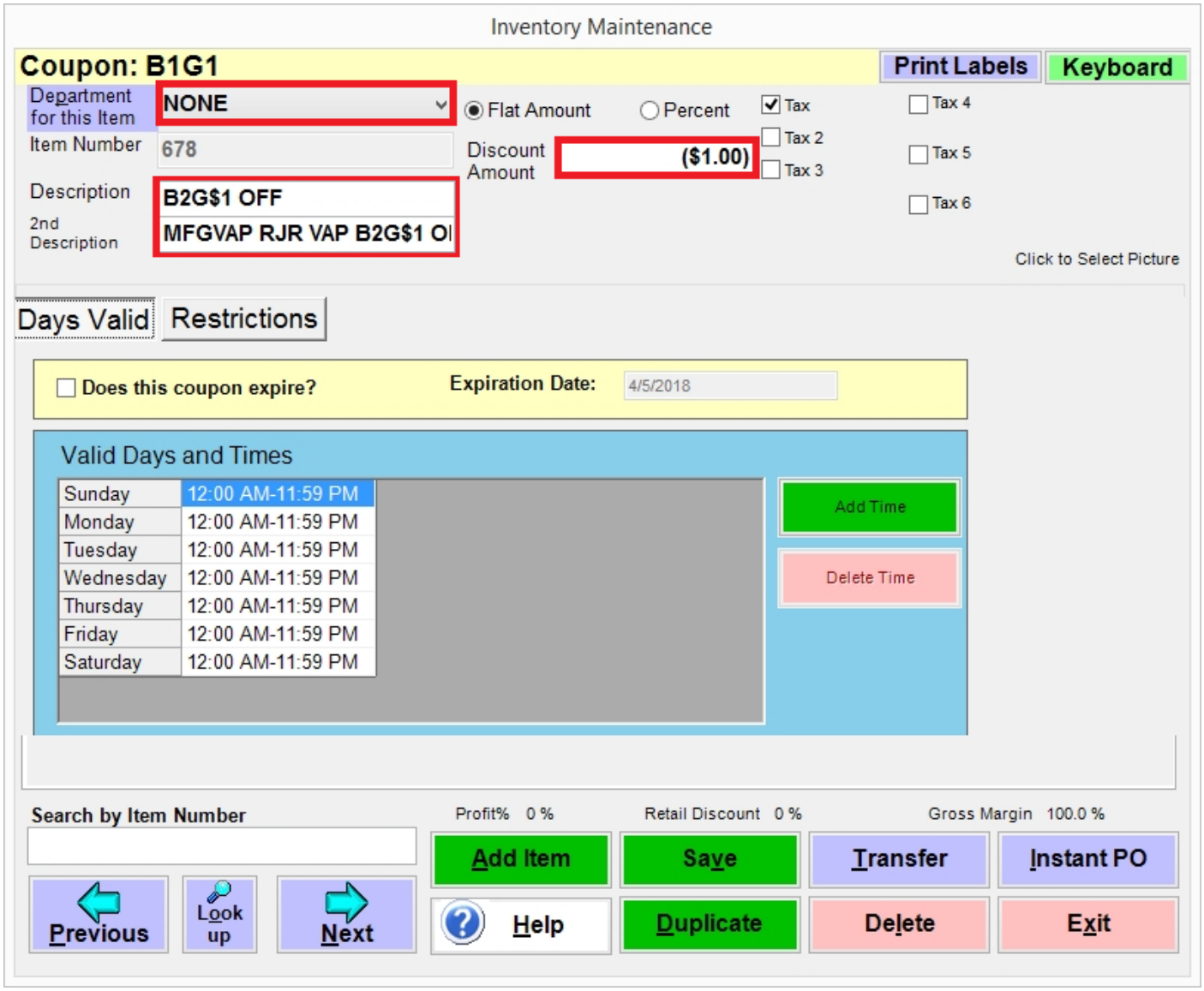
<td> 
</td>
<td>4. Select Add Item when the inventory maintenance screen appears.
5. Select Coupon when prompted.</td>
</tr>
</table>



6. Configure the **Item Number**, this can be any number that is not already in use.
7. Set the **Department for this item** to a department that isn't used for your tobacco items.
8. Enter a **Description** that explains the value added promotion for the item.
9. For **Second Description**, Enter **"MFGVAP"** followed by followed by **"B1G$ OFF**" You can include the number for the dollar amount that is discounted. **Example**; B1G$0.50 OFF or B1G$1.00 OFF
10. Set the **Discount Type** & **Discount Amount**, enter a **negative** amount that will be discounted from the item.
11. Leave the **Tax** boxes **unchecked.**
12. Configure the restriction settings for the coupon.
13. Select **Save**.

Value Added Promotion Buy Two Get $ Off – Item Configuration

<table>
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<td>
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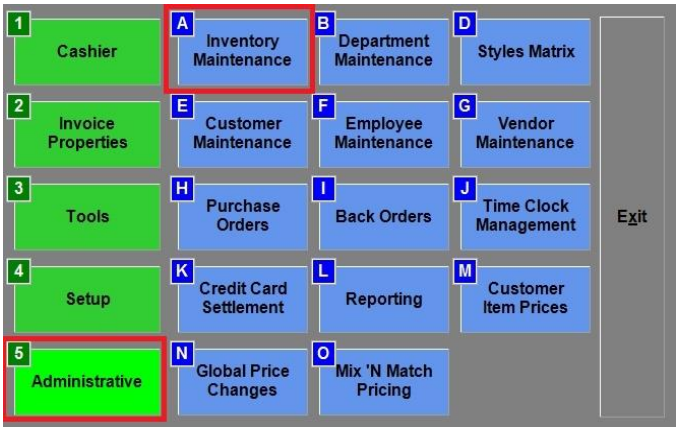
<td> 
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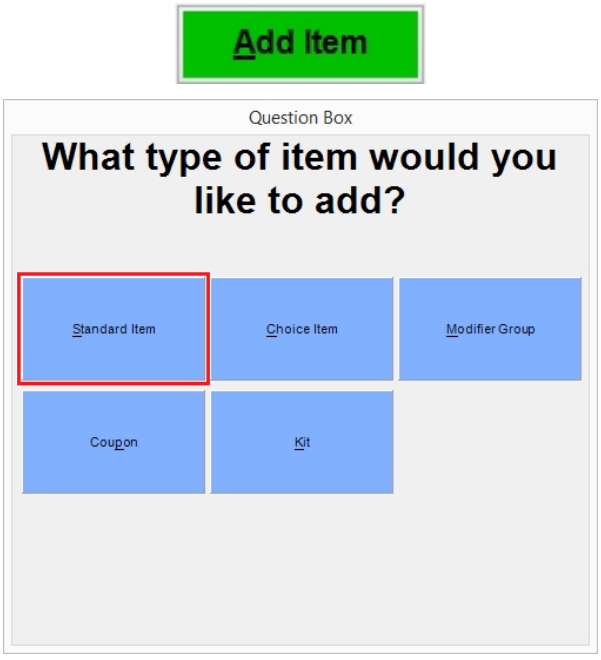
<td> 
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<td>4. Select Add Item when the inventory maintenance screen appears.
5. Select Standard Item when prompted.</td>
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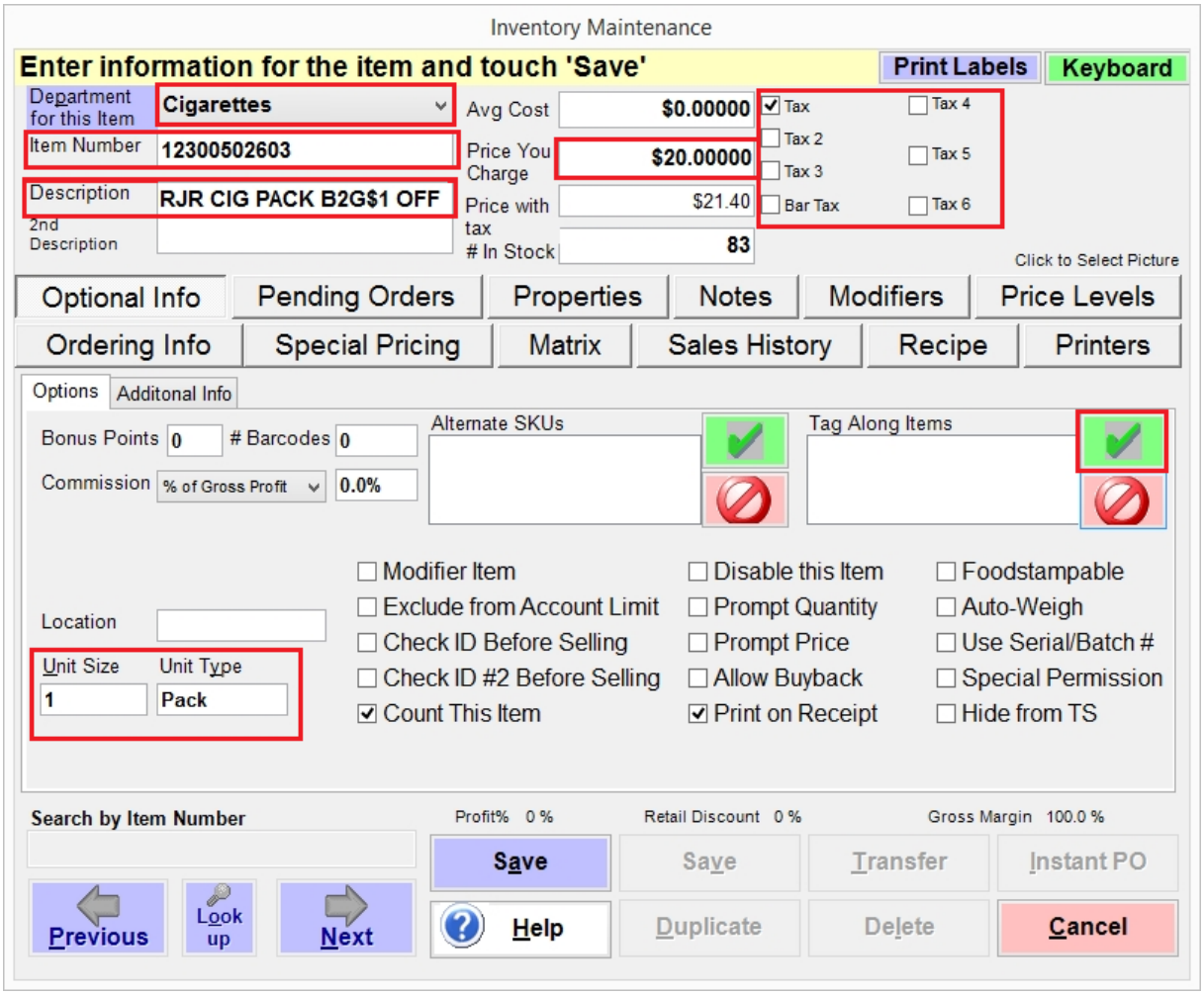
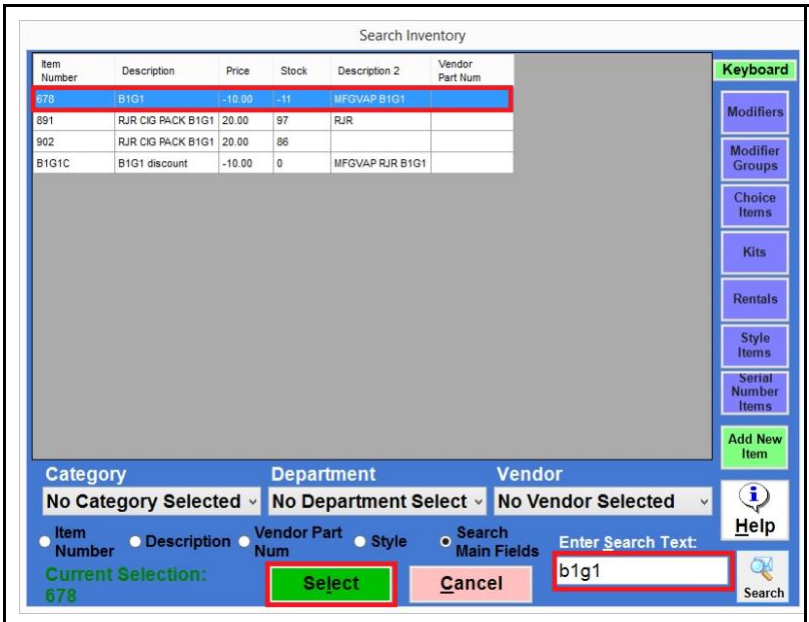
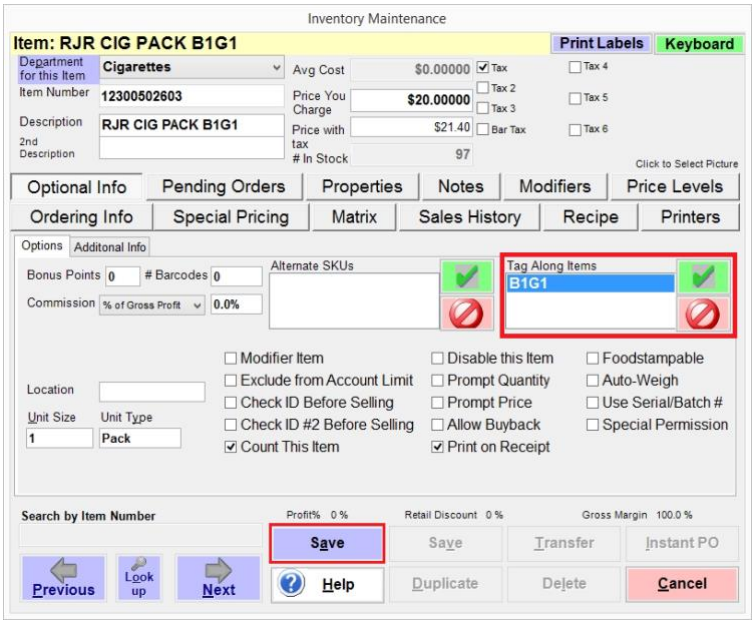


6. For **Item Number** enter the barcode code number of the value added promotion item. This barcode number is usually found on the plastic wrapping that advertises the discount on the normal pack of cigarettes.
7. For **Description**, enter the description of the item and its discount.
8. Select the appropriate **Department** for this item.
9. Enable any **Tax** rates that are required.
10. For **Price You Charge**, set the price to be equal to the **cost of 2** of products.
11. Set **Unit Size** to 1, this is because the customer is buying **one bundle**.
12. Set **Unit Type** to the container of the item, see the RJ Reynolds - Acceptable units of Measure section.
13. Select **the green check mark** next to **Tag Along** items.



14. **Search** for the created VAP coupon you created in the previous section via its description or item number.
15. **Select** the coupon to highlight it in blue
16. Press **Select**



17. The value added promotion Coupon item is now added as a tag along item for the discounted item. This will ensure that the discount for the value added promotion is applied to the item every time it is sold.
18. Select **Save**

Buy-down Promotion – Coupon Configuration

A buy down discount is sale on the tobacco products offered from the manufacturer to the retailer, this discount uses the original barcode of the standard tobacco product. This discount is tracked via a coupon that is created and then applied to the standard product similar to a value added promotion. The other method of applying the buy down discount to an item is to enter the item # of the coupon into the **Scan Barcode Now…** field to apply it to the item.

<table>
<tr>
<td>
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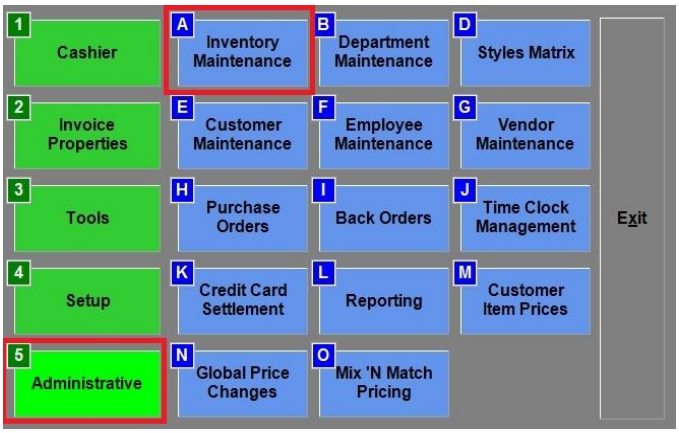
<tr>
<td> 
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3. Select Inventory Maintenance.</td>
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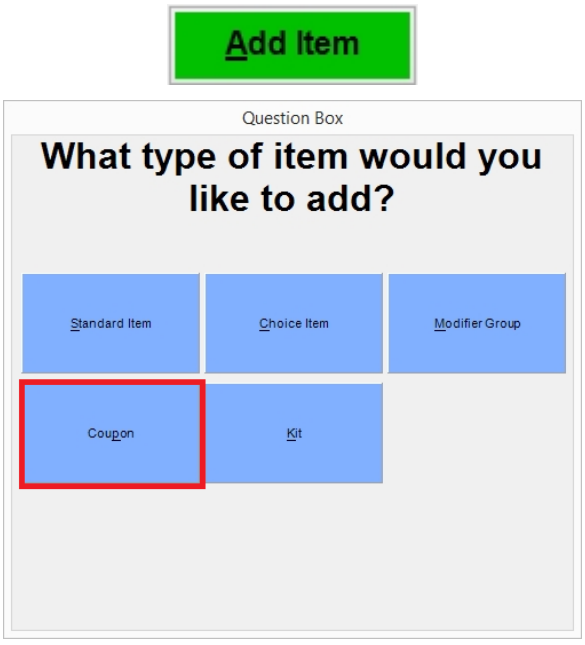
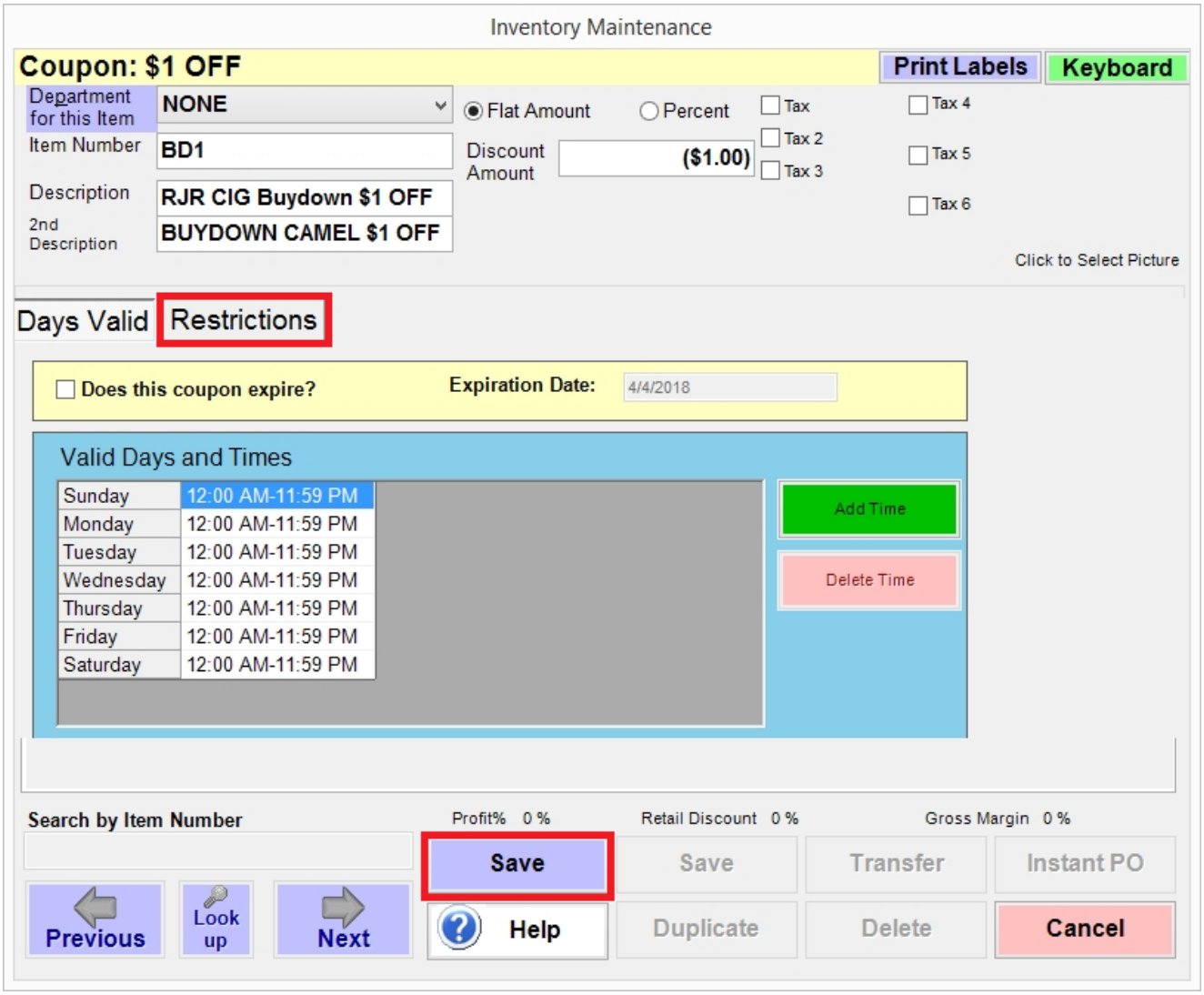
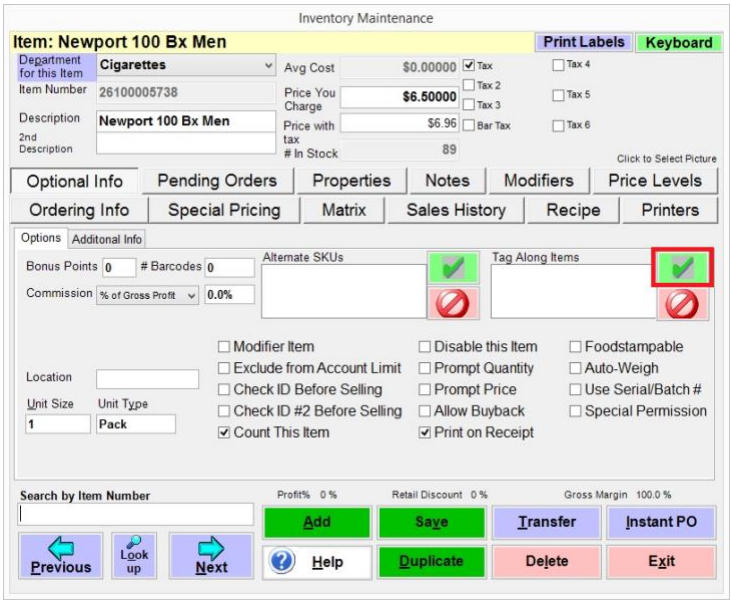
<td> 
</td>
<td>4. Select Add Item when the inventory maintenance screen appears.
5. Select Coupon when prompted.</td>
</tr>
</table>

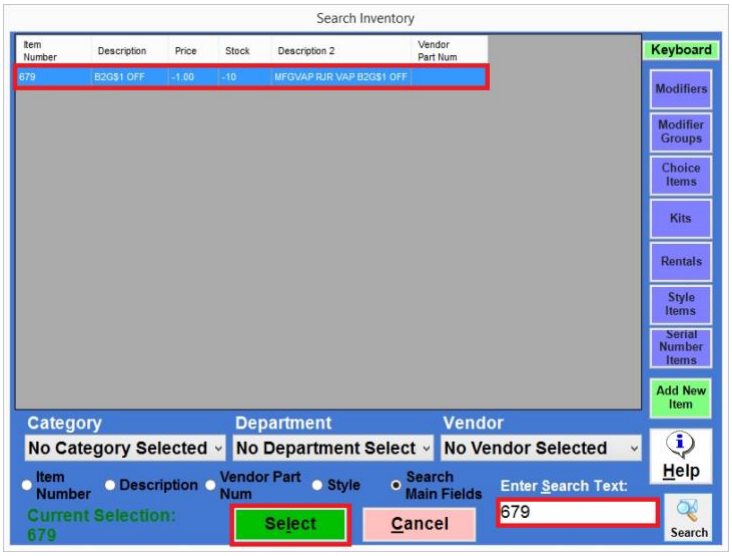


6. Configure the **Item Number**, this can be any number that is not already in use.
7. Set the **Department for this item** to a department that isn't used for your tobacco items.
8. Enter a **Description** that explains the value added promotion for the item.
9. For **Second Description**, Enter "**BUYDOWN** ***BRAND discount description***"
   - For ***BRAND***, it can be the brand of tobacco product. **Example**; Camel, Newport, etc.
   - For ***discount description,*** it can be anything that accurately explains the Promotion Description. **Second Description Example;** "BUYDOWN CAMEL $1 OFF."
10. Set the **Discount Type** & **Discount Amount**, enter a **negative** amount.
11. Leave the **Tax** boxes **unchecked.**
12. Configure the **Restrictions** settings for the coupon.
13. Select **Save**.

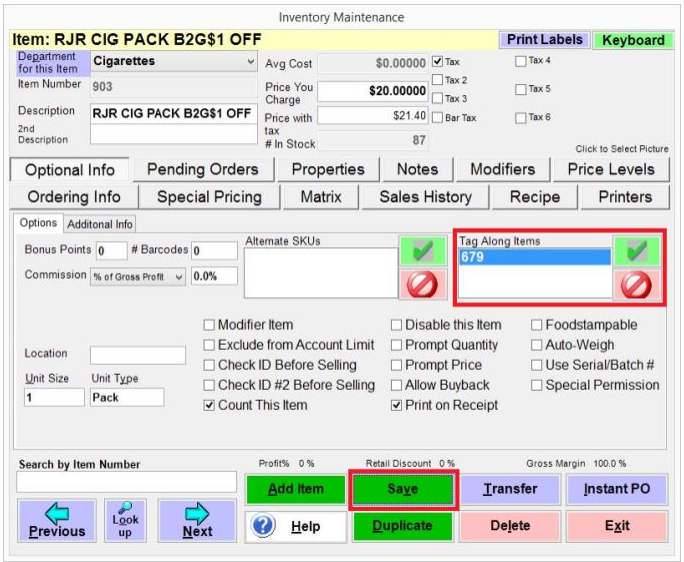
Buy-down Promotion – Item Configuration



1. Access Inventory Maintenance.
2. Navigate to an item you'd like to add the buy-down discount too.
3. Select the **Tag Along** check mark.



4. **Search** for the buy-down discount you'd like to apply to the item.
5. Select the discount to highlight it in blue.
6. Press **Select**.



7. The buy-down discount is now associated with the item. **Note**: the buydown discount must be removed from each item manually when the buy-down promotion ends. Select the remove button from the tag along section in inventory maintenance to remove it.
8. Select **Save.**

FGI Discount – Coupon Configuration

An FGI discounts works in a similar way that Buy-down discounts, but FGI discounts can be applied on top of Buy-down discounts.

<table>
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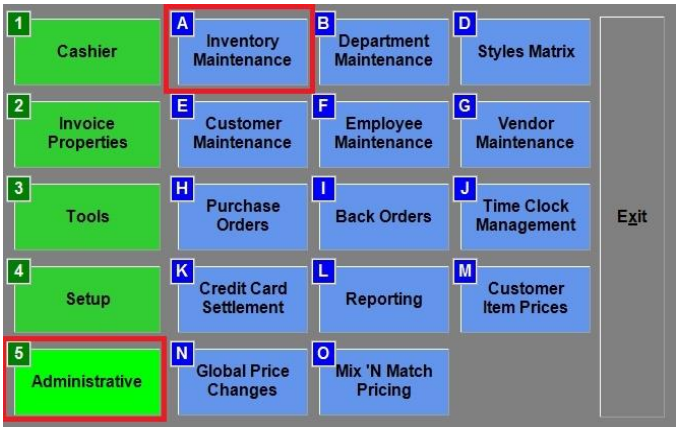
<td> 
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3. Select Inventory Maintenance.</td>
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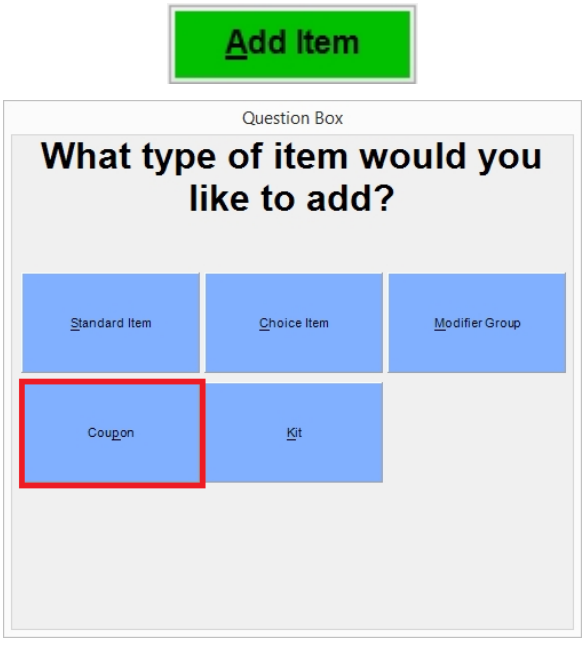
<td> 
</td>
<td>4. Select Add Item when the inventory maintenance screen appears.
5. Select Coupon when prompted.</td>
</tr>
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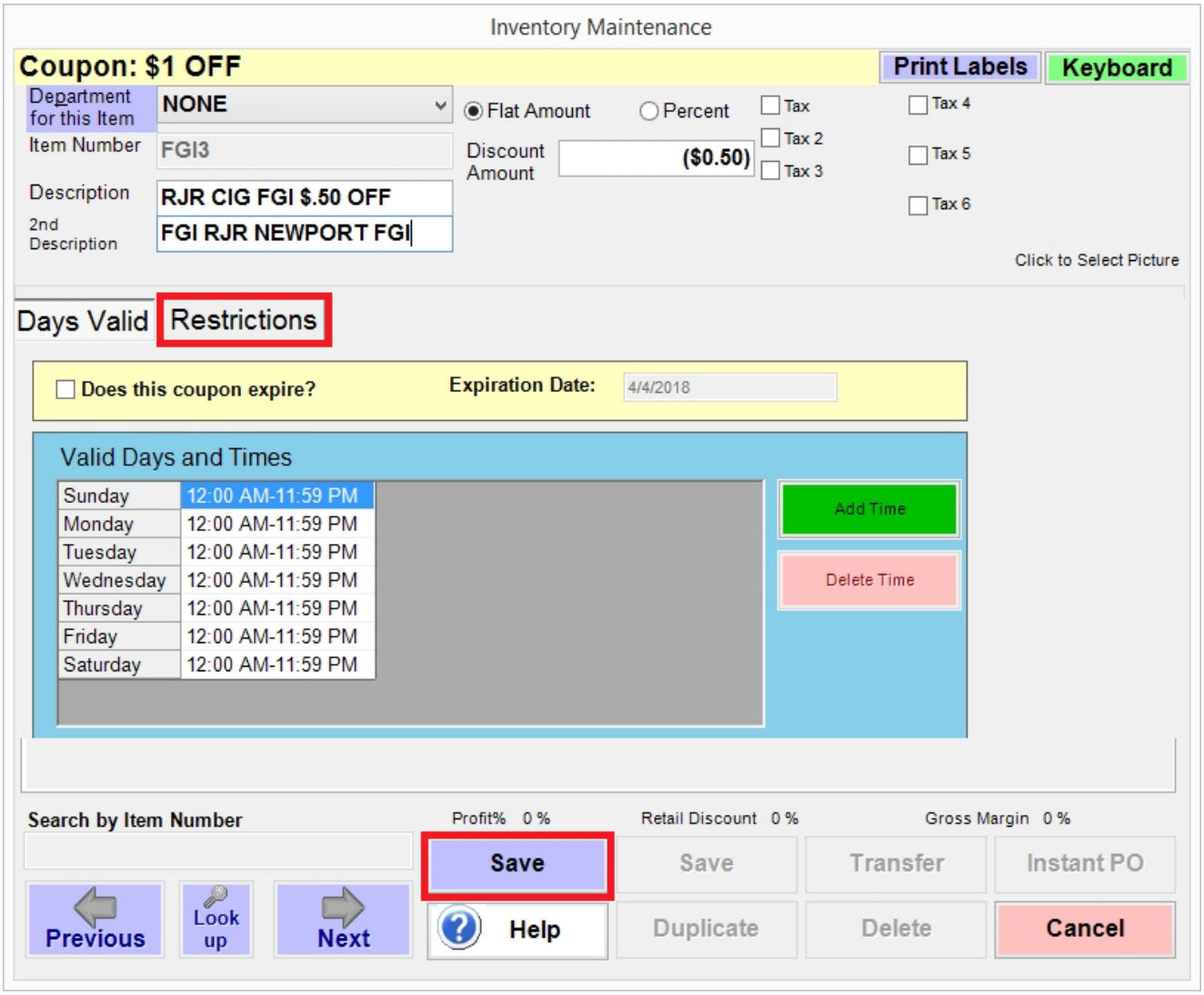
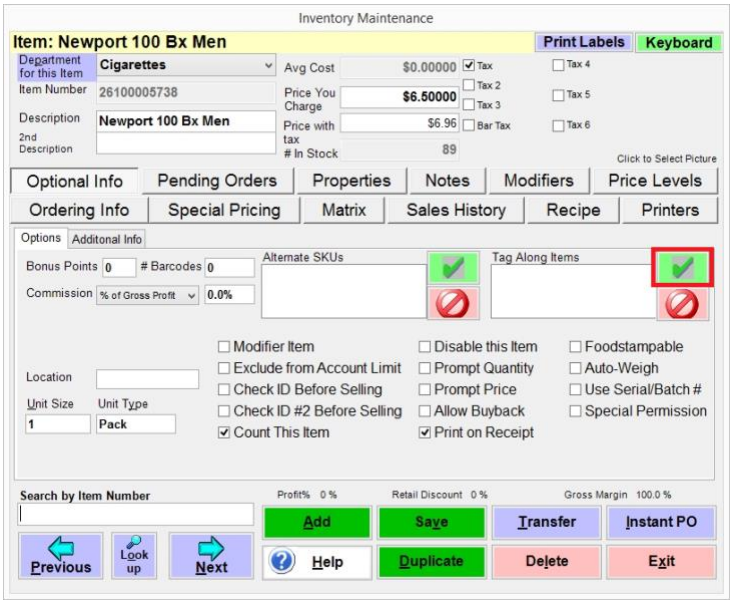
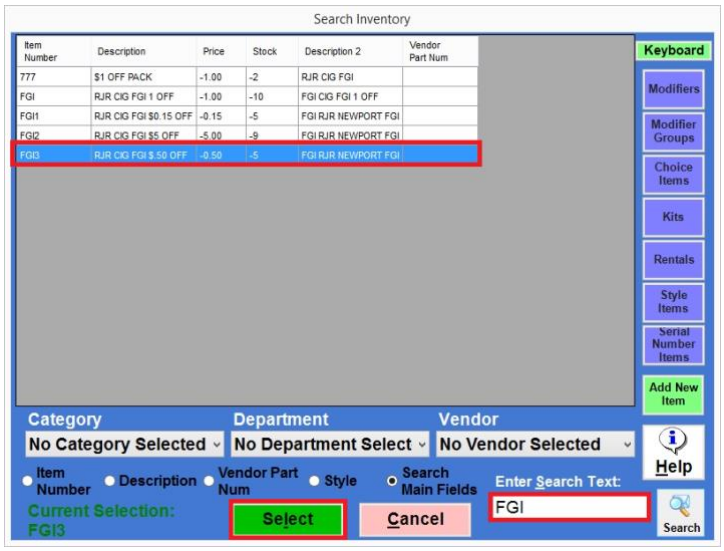


6. Configure the **Item Number**, this can be any number that is not already in use.
7. Set the **Department for this item** to a department that isn't used for your tobacco items.
8. Enter a **Description** that explains the value added promotion for the item.
9. For **Second Description**, Enter **"FGI"** followed by "**RJR *BRAND* FGI**" for ***BRAND,*** it can be it can be the brand of the item being discounted. Example Newport, Camel, etc. **This format for the description is required by RJ Reynolds.**
10. Set the **Discount Type** & **Discount Amount**, enter a **negative** amount.
11. Leave the **Tax** boxes **unchecked.**
12. Configure the **Restrictions** settings for the coupon.
13. Select **Save**.

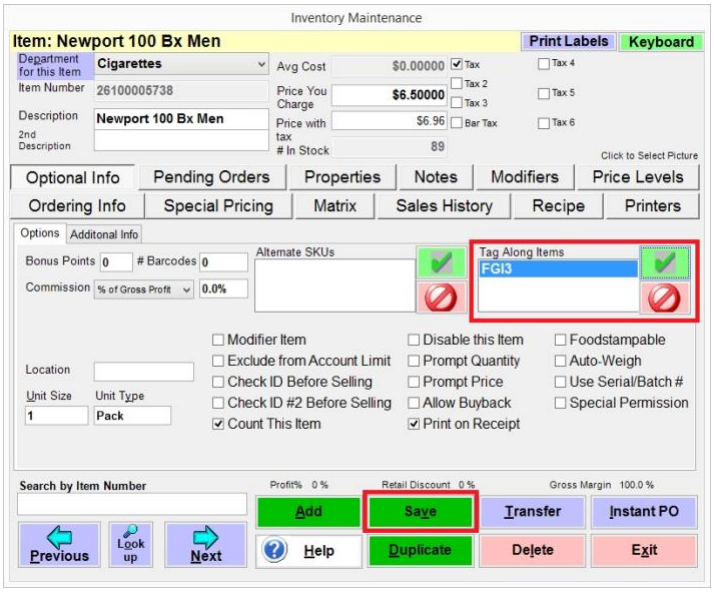
FGI Discount – Item Configuration



1. Access **Inventory Maintenance**.
2. Navigate to an item you'd like to add the buy-down discount too.
3. Select the **Tag Along** check mark.



4. **Search** for the FGI discount you'd like to apply to the item.
5. Select the discount to highlight it in blue.
6. Press **Select**.

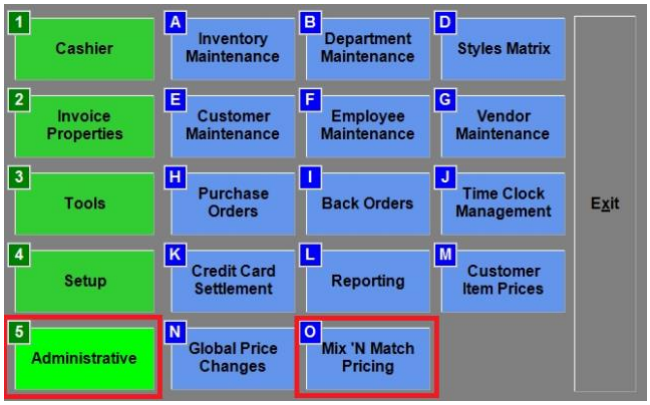


7. The buy-down discount is now associated with the item. **Note**: the FGI discount must be removed from each item manually when the FGI promotion ends. Select the remove button from the tag along section in inventory maintenance to remove it.
8. Select **Save.**

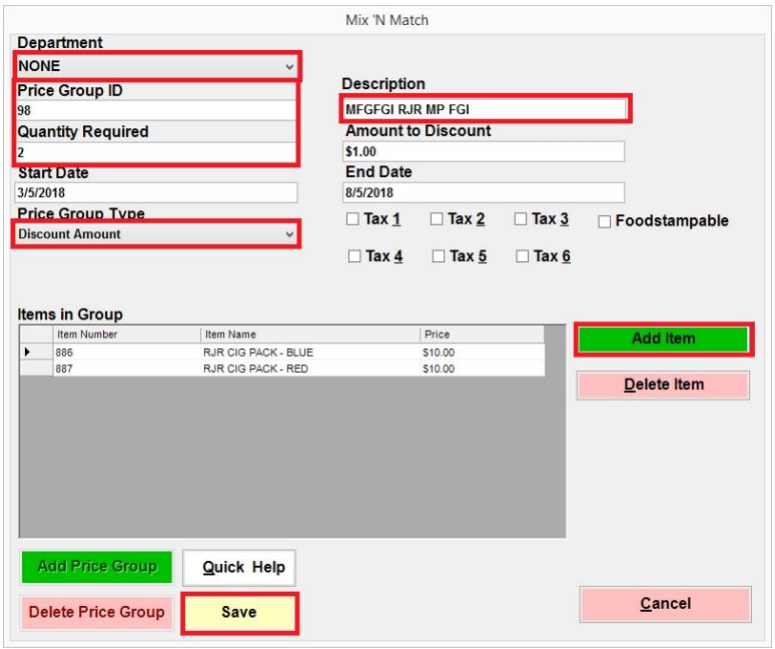
Multipack FGI – Discount Configuration

Multipack FGI discounts are discounts that allow the customer to buy different brands of cigarettes together and receive a discount when the required quantity is reached. This can be setup via CRE's Mix n Match discounts.

1. Select **Manager** or **Options** and enter the administrative credentials.



2. Select **Administrative**
3. Select **Mix 'N Match Pricing**



4. Select **Add Price Group**
5. For **Price Group ID**, enter a number.
6. Select a Department **other than** the department of your tobacco products.
7. For **Quantity required** enter the # of items needed to trigger the discount.
8. Configure the **Start** and **End** dates.
9. Select **Discount Amount** for **Price Group Type**
10. For **Description** enter "**MFGFGI RJR MP FGI**" – ****Required by RJ Reynolds, this description will not change.****
11. **Select Add Item and search for** the items to include in the price group.
12. Select **Save.**

When a customer purchases the required quantity of items within the price group, a discount will automatically be applied to the invoice.

** When the multipack-FGI promotion changes, simply, delete the items that are no longer included in the promotion and add the items that are. **

Performing an Export

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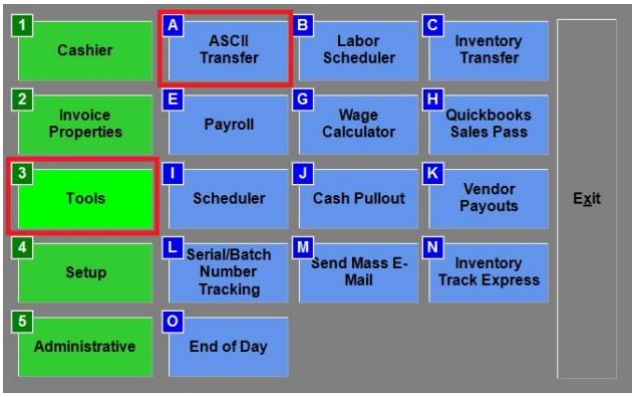
<td> 
</td>
<td>2. Select Tools.
3. Select ASCII Transfer.
4. Enter the administrative password.</td>
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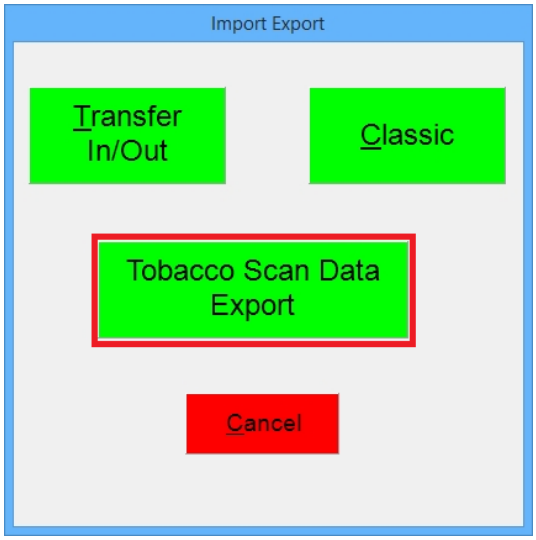
<td> 
</td>
<td>5. Select Tobacco Scan Data Export.</td>
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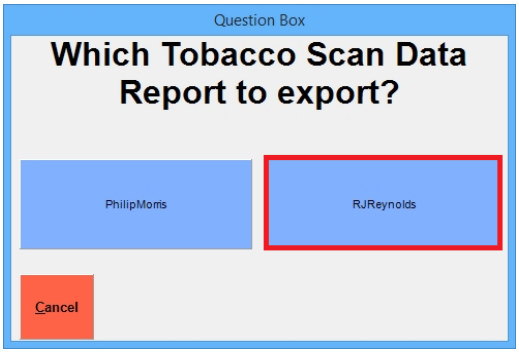
<td> 
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<td>6. Select RJReynolds.</td>
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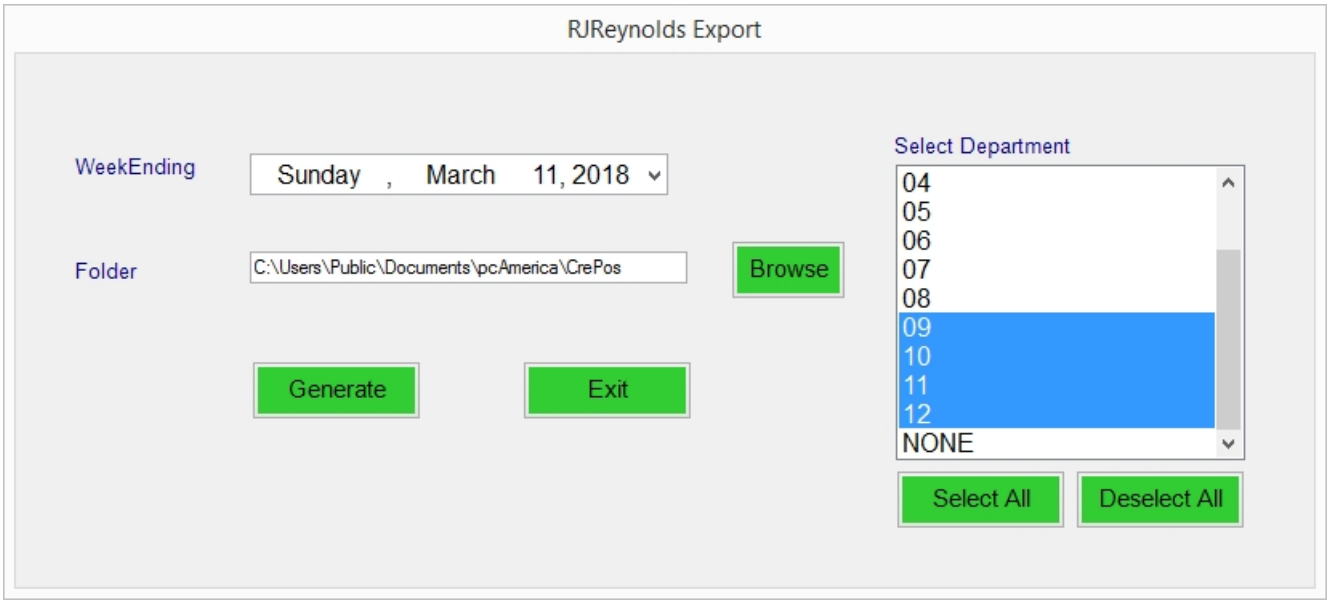
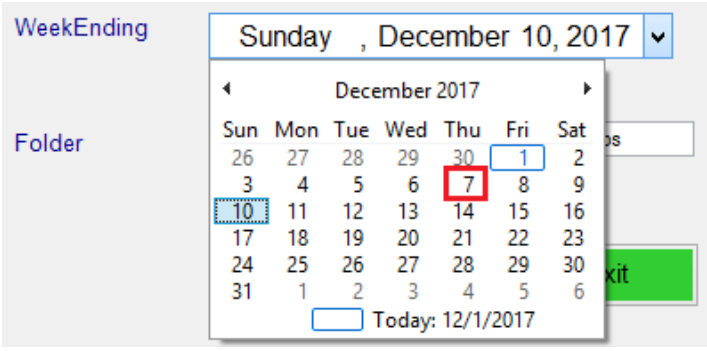


The RJReynolds Export screen shown above contains the following configuration options.

- **Week Ending Date -** determines what week of sales data is included in the export. See image below for more information for choosing the correct date.
- **Folder** - this shows where the export file will be created in Windows. You change this location by select the **Browse** button and choosing where a new folder location.
- **Select Department -** determines what items are included in the export. It is highly recommended that you separate your types of tobacco products into different departments. Chewing Tobacco, Cigarettes, Cigars, Vape products should all how their own departments.
- **Generate -** creates the report in the specified folder, if a file already exists with the same week ending date, you'll be prompted to confirm that you want to overwrite the file.

After you've configured the settings above, select the **Generate** button. This will create a .txt file with your store name and the selected week ending date as the name of the file. Example; Myliquorstore20171210.txt



For the Week Ending Date, select any date for an entire week's worth of sales data to include in the export. For RJ Reynolds, the sales data for all transactions that contain tobacco products **starting** on **Monday** and ending on **Sunday** are required. As an example, if I select Thursday December 7th, it will automatically specify the week ending on Sunday December 10th. The sales data from December 4th through December 10th is included in the export.