



WELCOME TO

Mi Merchant
Industry

DUAL Pricing  

Dual Pricing Device Display

Compliant POS/Terminal/PIN Pad Display



Confirm your devices are compliant under Dual Pricing.

- Run a \$1.00 debit card transaction and confirm your devices are **NOT** adding a line item labeled “Non-Cash Charge” on their display screens.

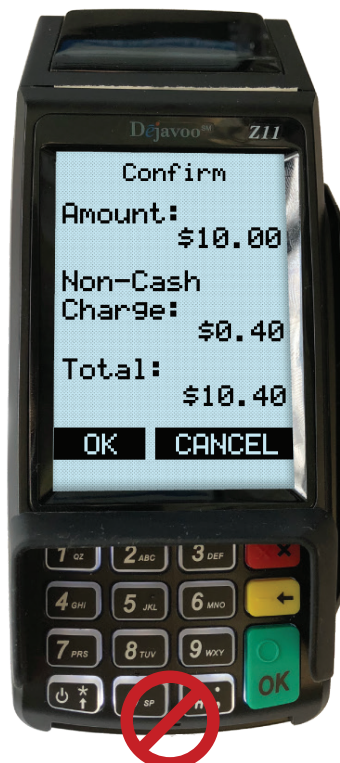
Compliant
Terminal



Compliant
PIN Pad



Non Compliant
Terminal



Non Compliant
PIN Pad



If your devices do NOT show both the cash and card price or add a line item labeled “Non-Cash Charge” contact our tech department at **1-866-811-1005** or at **tech@merchantindustry.com** to correct this issue.

Dual Pricing Device Display

Compliant POS/Terminal/PIN Pad Display



Confirm your devices are compliant under Dual Pricing.

- Confirm your POS displays both the cash and card price on all items. If your POS has a customer facing display, be sure to check that the customer can see both the cash and card price as well. This also applies to terminals and PIN pads. All devices should display the cash and card price. Devices **CANNOT** show a “Non-Cash Charge” line item under the Dual Pricing program.

Merchant Facing Display



Subtotal	Discount	Tax
\$3.98	0.00	\$0.35
Tots		CC Total
\$0.00	\$4.50	\$4.33



Customer Facing Display



Subtotal	Tax	CASH TOTAL	CC TOTAL
\$3.98	\$0.35	\$4.33	\$4.50



If your devices do NOT show both the cash and card price or add a line item labeled “Non-Cash Charge” contact our tech department at **1-866-811-1005** or at **tech@merchantindustry.com** to correct this issue.

Dual Pricing Receipt Display

Compliant Receipt Display



Confirm your receipts are compliant under Dual Pricing.

- Confirm your receipts show a Discount line item on both cash and card receipts. Receipts **CANNOT** show a “Non-Cash Charge” line item.
- Run a \$1.00 **DEBIT** card transaction and confirm your devices are **NOT** adding a line item labeled “Non-Cash Charge” on the receipts.

Dual Pricing Credit Card Receipt

Merchant Industry
3636 33rd Street
Long Island City, NY 11106
1-866-811-1005

02/28/2022 Sale 15:45

Trans:6 Batch:4
AMEX CHIP
*****1234 00/00

AMOUNT: \$10.40
DISCOUNT: \$0.00

Total: \$10.40

Resp: APPROVAL 123456
Code: 123456
Ref#: 205921601226
App Name: AMERICAN EXPRESS
AID: A000000025010801
TVR: 0000008000
TSI: E800

Cardholder acknowledges receipt of goods and obligations set forth by the cardholder's agreement with issuer.

X John Smith
SMITH/JOHN
CUSTOMER COPY
Thank You

Dual Pricing Cash Receipt

Merchant Industry
3636 33rd Street
Long Island City, NY 11106
1-866-811-1005

02/28/2022 Cash Sale 15:45

Trans:6 Batch:4
Cash Manual

AMOUNT: \$10.40
DISCOUNT: -\$0.40

Total: \$10.00
Ref#: 205921601226

CUSTOMER COPY
Thank You

Non Compliant Card Receipt

COMPETITORS
1234 Merchant St.
New York, NY
7185555555
V#0123456

09/27/2018 6:33

Sale

Trans#: 1 Batch #: 1

AMEX CHIP
*****1234 **/**

AMOUNT: \$10.00

Non-Cash Adj \$0.40
TOTAL AMT: \$10.40

Resp: APPROVAL 123456
Code: 123456
Ref #: 123456123456
TransID: 123456789123456

App Name: AMERICAN EXPRESS
AID: A000000012345678
TVR: 1234567890
TSI: E800

Cardholder Acknowledges receipt of goods and obligations set forth by the cardholder's agreement with issuer.

X John Smith
SMITH/JOHN
CUSTOMER COPY

If your receipts do NOT show discount line item or add a line item labeled “Non-Cash Charge” contact our tech department at **1-866-811-1005** or at **tech@merchantindustry.com** to correct this issue.

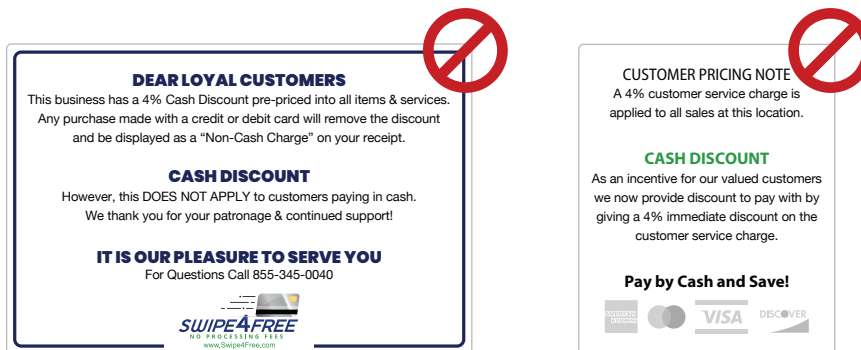
Dual Pricing Compliance

No More Signage Needed



No signage is necessary for Dual Pricing.

Businesses with any signage being used at their storefronts that reference a Cash Discount or Non-Cash Charge are required to remove all that existing signage immediately.



- Cover/Remove any previous signage/stickers at your location belonging to Swipe4Free or any other previous processor.
- Confirm that **CREDIT CARD** minimum signs are NOT lower than \$10.00.

If you would like to inform your customers that your place of business accepts credit cards, we have provided the below signage to download and print. Visit merchantindustry.com/compliance or click the download button below/scan the qr code.



[DOWNLOAD](#)



[SCAN HERE](#)

Dual Pricing Product Pricing

Display Your Prices In Compliance
with Card Brand Rules



As a merchant under our Dual Pricing program you must follow one of the two pricing suggestions on all your items/goods in your place of business.

- OPTION 1:** Raise all prices on your items/goods to reflect card prices (higher prices) including on your menus if applicable.



You can download/print our Card Price & Cash Price list by visiting swipe4free.com/card-and-cash-price-list or click the price list button below/scan the qr code.

PRICE LIST



SCAN HERE

Dual Pricing Product Pricing

Display Your Prices In Compliance
with Card Brand Rules



As a merchant under our Dual Pricing program you must follow one of the two pricing suggestions on all your items/goods in your place of business.

OPTION 2: Display both the cash and card prices (higher prices) on your items/goods including on your menus if applicable.

THE BEST PLACE IN TOWN The MENU original . delicious MERCHANT INDUSTRY			
MAIN DISHES		SIDE DISHES	
Card Price	Cash Price	Cash Price	Card Price
\$16.64	\$16	\$11	\$11.44
GRILLED CHICKEN PLATTER Served with Mashed Potatoes		CHICKEN WINGS 8 wings with choice of sauce	
\$13.52	\$13	\$11	\$11.44
TURKEY CLUB Served with bacon, lettuce, tomato Add cheese + \$1.50		NACHOS GRANDE Tri color nachos smothered in nacho cheese sauce	
\$14.56	\$14	\$10	\$10.40
PHILLY CHEESESTEAK Served with onions and peppers and choice of cheese		SLIDERS Chicken/Beef/BBQ Pulled Pork/ Philly Cheesesteak	
\$13.52	\$13	\$10	\$10.40
BUILD YOUR OWN BURGER 1/2 pound burger with your choice of toppings		LOADED TATOR TOTS Crispy tots covered in chilli and cheese sauce	
COCKTAILS		NON-ALCOHOLIC DRINKS	
Card Price	Cash Price	Cash Price	Card Price
\$8.32	\$8	\$3	\$3.12
TEQUILA SUNRISE Your choice of tequila, fresh orange juice, grenadine, and cherry		SODA Coca-Cola, Sprite, Ginger-Ale Orange Soda	
\$8.32	\$8	\$2	\$2.08
OLD FASHIONED Your choice of bourbon, sugar cube bitters, and orange twist		JUICES Cranberry, Apple, Orange, Iced Tea, Lemonade	

Merchant Industry Restaurant
Pay by cash & save!



You can download/print our Card Price & Cash Price list by visiting swipe4free.com/card-and-cash-price-list or click the price list button below/scan the qr code.

PRICE LIST



SCAN HERE

Minimum Sign Compliance

Stay Up To Date with Compliance Rules



Minimum signs must not be imposed on debit transactions

Minimum signs can **ONLY** apply to credit card transactions and **CANNOT** go lower than \$10.00.



- Remove all signs that mention minimum transactions on debit cards.
- Confirm that credit card minimum signs are NOT lower than \$10.00.

Customer Support Department

+1 (866) 811-1005
customerservice@merchantindustry.net
Available Monday through Friday
8 AM EST through 6 PM EST

POS Support Department

+1 (646) 902-1120
pos@merchantindustry.com
Available Monday through Friday
8 AM EST through 6 PM EST

Merchant Login Center

mi.isoaccess.com

Dual Pricing Questions?

info@merchantindustry.com

