



WELCOME TO



# 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](mailto: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
Tips	CC Total	\$4.33
\$0.00	\$4.50	



### Customer Facing Display



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

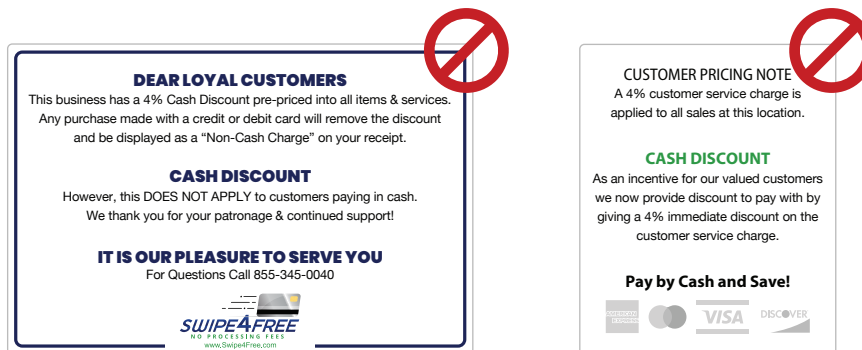
# Dual Pricing Compliance

## 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.
- ☐ Minimum signs can **ONLY** apply to credit card transactions and **MUST** be higher 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](https://merchantindustry.com/compliance) or click the download button below/scan the qr code.



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.

<div>THE BEST PLACE IN TOWN</div> <div>The MENU</div> <div>original . delicious</div> <div>MERCHANT INDUSTRY</div>			
MAIN DISHES		SIDE DISHES	
Card Price	Cash Price	Cash Price	Card Price
\$16.64	\$16	\$11	\$11.44
<b>GRILLED CHICKEN PLATTER</b> Served with Mashed Potatoes		<b>CHICKEN WINGS</b> 6 wings with choice of sauce	
<b>TURKEY CLUB</b> Served with bacon, lettuce, tomato Add cheese + \$1.50		<b>NACHOS GRANDE</b> Tri color nachos smothered in nachos cheese sauce	
\$13.52	\$13	\$11	\$11.44
<b>PHILLY CHEESESTEAK</b> Served with onions and peppers and choice of cheese		<b>SLIDERS</b> Chicken/ Beef/ BBQ Pulled Pork/ Philly Cheesesteak	
\$14.56	\$14	\$10	\$10.40
<b>BUILD YOUR OWN BURGER</b> 1/2 pound burger with your choice of toppings		<b>LOADED TATOR TOTS</b> Crispy tots covered in chili and cheese sauce	
\$13.52	\$13	\$10	\$10.40
COCKTAILS		NON-ALCOHOLIC DRINKS	
Card Price	Cash Price	Cash Price	Card Price
\$8.32	\$8	\$3	\$3.12
<b>TEQUILA SUNRISE</b> Your choice of tequila, fresh orange juice, grenadine, and cherry		<b>SODA</b> Coca-Cola, Sprite, Ginger-Ale Orange Soda	
<b>OLD FASHIONED</b> Your choice of bourbon, sugar cube bitters, and orange twist		<b>JUICES</b> Cranberry, Apple, Orange, Iced Tea, Lemonade	
\$8.32	\$8	\$2	\$2.08
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](https://swipe4free.com/card-and-cash-price-list) or click the price list button below/scan the qr code.

PRICE LIST



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# 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 **MUST** be higher than \$10.00.



☐ Remove all signs that mention minimum transactions on debit cards.

☐ Confirm that credit card minimum signs are higher 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](http://mi.isoaccess.com)

## **Dual Pricing Questions?**

[info@merchantindustry.com](mailto:info@merchantindustry.com)

