



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** 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	
\$0.00	\$4.50	\$4.33



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.

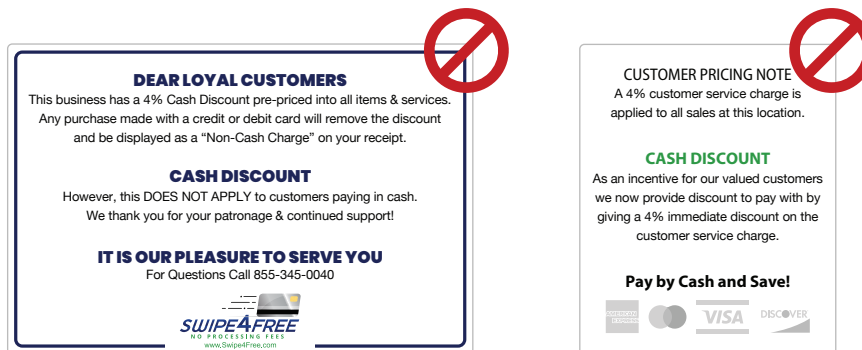
Dual Pricing Compliance

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.
- ☐ 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 swipe4free.com/signage or click the download button below/scan the qr code.



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.

<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
GRILLED CHICKEN PLATTER		CHICKEN WINGS	
Served with Mashed Potatoes		6 wings with choice of sauce	
TURKEY CLUB		NACHOS GRANDE	
Served with bacon, lettuce, tomato		Tri color nachos smothered in	
Add cheese + \$1.50		nachos cheese sauce	
\$13.52	\$13	\$11	\$11.44
PHILLY CHEESESTEAK		SLIDERS	
Served with onions and peppers		Chicken/ Beef/ BBQ Pulled Pork/	
and choice of cheese		Philly Cheesesteak	
\$14.56	\$14	\$10	\$10.40
BUILD YOUR OWN BURGER		LOADED TATOR TOTS	
1/2 pound burger with your choice		Crispy tots covered in chilli	
of toppings		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
TEQUILA SUNRISE		SODA	
Your choice of tequila, fresh orange		Coca-Cola, Sprite, Ginger-Ale	
juice, grenadine, and cherry		Orange Soda	
OLD FASHIONED		JUICES	
Your choice of bourbon, sugar cube		Cranberry, Apple, Orange,	
bitters, and orange twist		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 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

