



POS Design

RTI HTML Email and Graphical User
Interface (GUI) Direct Mail Maintenance

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Overview

RTI has supported graphical forms through HTML for email since Version 14.0, in the fall of 2009.

While a working knowledge of HTML is helpful for customizing your email forms, it is by no means necessary.

In three sections, this document will explain how you can use the graphical RTI Direct Mail Form Editor, easily add new HTML forms through a copy and paste from this document into the RTI Direct Mail Editor, and add new Direct Mail Codes into your RTI system so that your new HTML forms display your correct shop data, including your logo.

We will also touch on some very basic ideas around HTML.

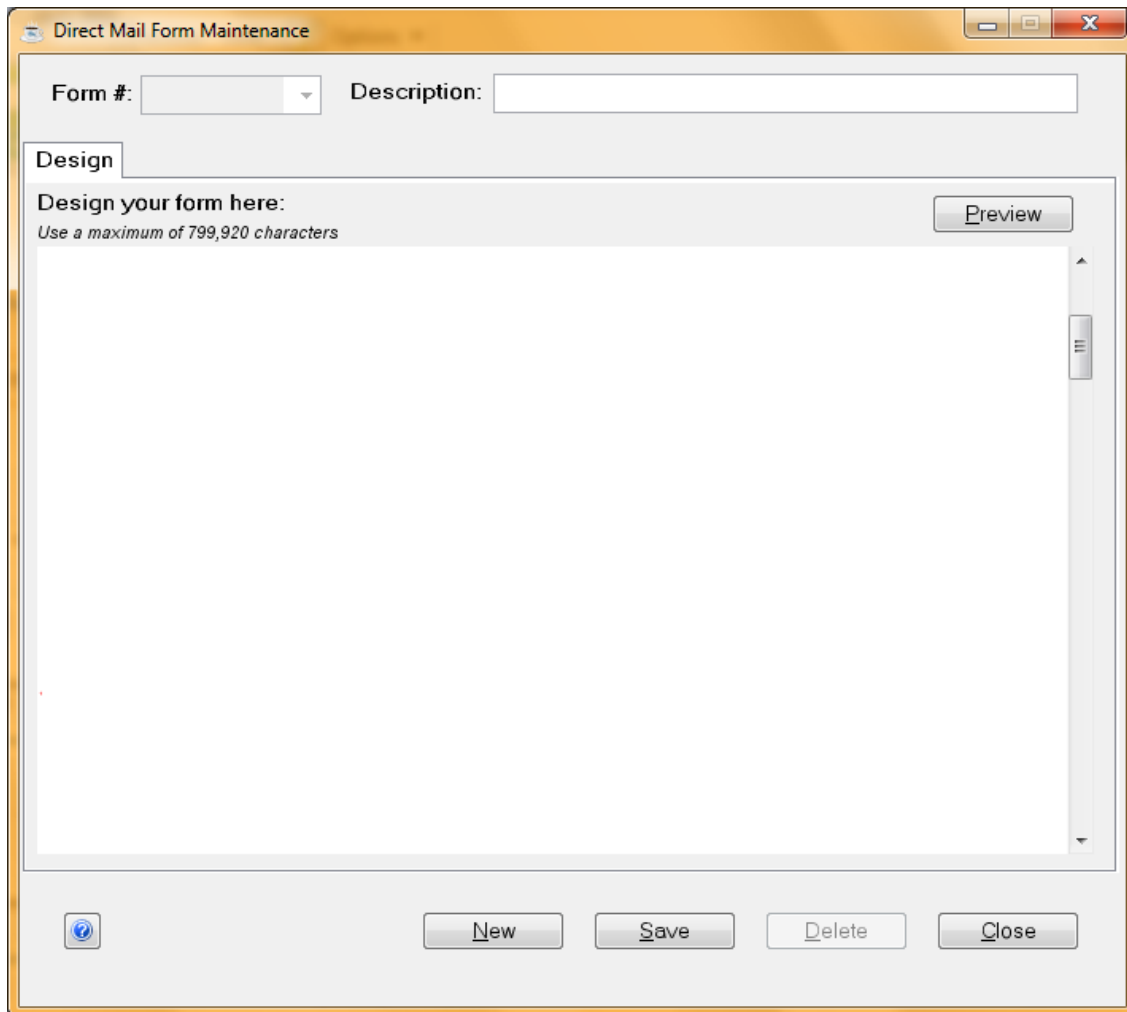
Opening the Direct Mail Form Editor

There is some free software you'll need to load. It's the same software shops already use to pull data from RTI into programs like Excel, through a data query from RTI.

Please contact RTI technical support for help in setting up the new graphical screens (Direct Mail Form Maintenance, Advanced Email Marketing, and Marketing Email Template Maintenance).

A shortcut to these on your computer's desktop for easy access whenever you need to use them.

With the Direct Mail Form Editor running, you may use the drop down at the Form # prompt to edit existing forms, or enter a Form # and Description to start with a new form.



The image shows a software window titled "Direct Mail Form Maintenance". At the top, there are two input fields: "Form #:" with a dropdown arrow and "Description:" with a text box. Below these is a tab labeled "Design". Under the "Design" tab, the text "Design your form here:" is followed by a large, empty text area. A note below the text area says "Use a maximum of 799,920 characters". To the right of the text area is a "Preview" button. At the bottom of the window, there is a toolbar with a help icon (a circle with a question mark) and four buttons: "New", "Save", "Delete", and "Close".

Direct Mail Codes

Along with the new graphical form editor, there are some direct mail codes that can be set up in your system that will make things much easier.

Using these codes allows you to insert information such as your store logo and website address without the need to retype a lengthy URL or image URL on every form you use. If these codes are not in your system already, you may enter them in Direct Mail Code Maintenance (1C, 1, 5). This information is pulled from your existing setup in Company Name Maintenance (1F, 5), so be sure that you have entered this information for at least your corporate (999) store information. Finally, when used in a direct mail form, remember to enclose these codes within "<>" for text only forms and "{}" for web based, graphical forms.

Code	Description	File	Field	Position	Length	Num
SHOP	Shop Name	SYCO01	1	4	30	N
SHOPADDR	Shop Address	SYCO01	1	34	30	N
SHOPCITY	Shop City	SYCO01	1	94	25	Y
SHOPNAME	To Store Name	SYCO01	1	4	30	N
SHOPST	Shop State	SYCO01	1	119	2	Y
SHOPURL	Shop Web Address	SYCO01	1	538	80	N
SHOPZIP	Shop Postal Code	SYCO01	1	121	6	N
SHOPPH	Shop Phone	SYCO01	1	131	10	N
EMAIL	Shop Email Address	SYCO01	1	398	60	N
LOGO	Shop Logo	SYCO01	1	458	80	N

Company Name Maintenance

RTI allows you to set up different information for each shop location. All the information that will be included in the merge fields above comes from the Company Name Maintenance screen for each location. Making sure that you have your information entered correctly will ensure that your emails are created correctly, and will keep you from having to modify each HTML form based on information that might vary from shop to shop. In addition, you may choose the default form to use for email confirmation for when an order is processed (when an order is delivered, a phone out placed, or upon receiving a delivery confirmation, for example).

Company Name Maintenance	
Company Number:	001
Name:	RTI FLOWERS TEST SHOP
Address Line 1:	3309 E KINGSHIGHWAY
Address Line 2:	
City:	PARAGOULD
State:	AR
Zip:	72450-0000
Phone Number 1:	(870) 932-1112

Figure 1 - Shop name, address, and phone information is stored on Page 1 in Company Name Maintenance

Company Name Maintenance	
Trip Sheet Printer:	PWIN
Email Address:	service@posdesigngroup.com

Figure 2 - Default email address on Page 2 of Company Name Maintenance

Company Name Maintenance	
Company Number 001 - RTI FLOWERS TEST SHOP	
Company Logo:	http://rti.myteleflora.com/forum/images/RTI_125_portal_logo_trans2.png
Company URL:	www.00001114.estgweb.eflorist.com

Figure 3 - Shop Logo and Web Site on Page 4 of Company Name Maintenance

Email Confirmation Form Selection	
Courier:	CCR Your Order Has Shipped!
Outgoing:	WOC {SHOP} ORDER FOR {RECPNAME}
Delivery:	DLC {SHOP} DELIVERY FOR {RECPNAME}
Phone:	POC {SHOP} ORDER FOR {RECPNAME}
Incoming:	IDC DELIVERY FOR {RECPNAME}
EMA Default:	I NV {SHOP} ORDER FOR {RECPNAME}

Figure 4 - Default form selections at the bottom of Page 3 of Company Name Maintenance

Direct Mail Forms

Below the screen shot are examples of HTML that you can copy and paste into your RTI Direct Mail Form Maintenance screen. The bold text can be used for the form name and description – notice that the descriptions can also contain direct mail codes, which will be replaced by recipient names, etc when the email is sent. Below each form is a screen shot of what an actual email using the form looks like.

The screenshot shows the 'Direct Mail Form Maintenance' window. At the top, there's a 'Form #' dropdown set to 'INV' and a 'Description:' field containing '{SHOP} ORDER FOR {RECPNAME}'. Below this is the 'Design' tab, which includes a 'Preview' button and a text area for HTML code. The code is as follows:

```

Design your form here:
Use a maximum of 799,920 characters
</td>

<td align="left"><font face="Times New Roman" color="#CC6666" size="6">
|

</tr>

<tr>

<td colspan="2" align="left"><font face="Verdana, Arial, Helvetica, sans-s
erif" size="2"><br />

<font face="Verdana, Arial, Helvetica, sans-serif" size
="2"><br />
  
```

At the bottom of the window are buttons for 'New', 'Save', 'Delete', and 'Close'.

The email, showing the new direct mail codes in place

Figure 5 - By filling out the information in Company Name Maintenance, your data is merged into your RTI Direct Mail forms for use with email. Clicking on the email link in the form opens up a new email to you with the order number in the subject field for the user. RTI Direct Mail forms also have an option to open the email in a browser window built in.



 {LOGO}

Your
Order
Details

We have successfully placed your floral order with our affiliate florist in PARAGOULD. We will send a followup email when they confirm delivery.

Thank you for trusting us to convey your feelings through a gift of beautiful flowers and unique gifts.

Sincerely,
RTI FLOWERS TEST SHOP  {SHOP}

Invoice Number: 00000270
 Order Date: 11/26/2012
 Delivery Date: 11/26/2012

Customer Information
 Account Number: 00000105
 Name: JOHN DOE
 Address: 101 E MAIN ST
 City: PARAGOULD State: AR Zip: 72450

Recipient Information
 Name: JANE DOE
 Address: 101 E MAIN ST
 City: PARAGOULD State: AR Zip: 72450

1 www.myteleflora.com/pos-recipe-page.aspx ?p=93679 12 Orange Roses	\$52.95
--	---------

Thinking Of You

	Subtotal:	\$52.95
	Merchandise:	\$52.95
	Discount:	\$.00
	Delivery Charge:	\$.00
	Relay Charge:	\$.00
	Service Charge:	\$.00
	Tax:	\$.00
	Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP
 If you have any questions on this order, please contact our shop at (870) 236-7731 with your order number, 00000270, or via [email](#).  {EMAIL}

RTI FLOWERS TEST SHOP
 3309 E KINGSHIGHWAY
 PARAGOULD, AR *****
 www.00001114.estgweb.eflorist.com
 870-932-1112

 {SHOP}
 {SHOPADDR}
 {SHOPCITY}, {SHOPST}, {SHOPZIP}
 {SHOPURL}
 {SHOPPH}

eFlorist Integration

If you have a Teleflora eFlorist website, your emails can also contain a link that will open the status of the order on your own website, without the need for customers to call you and ask if an order has been processed. Online statements for your customers are also available.

Delivery Charge:	\$.00
Relay Charge:	\$.00
Service Charge:	\$.00
Tax:	\$.00
Total:	\$52.95
Thank you for using RTI FLOWERS TEST SHOP	
Questions? Track your order at any time on our site with this link .	
You may contact us directly at (870) 932-1112 with your order number, 00000272, or via Email .	
RTI FLOWERS TEST SHOP 3309 E KINGSHIGHWAY	

Order Number	Order Date	Order Status
000272	11/27/2012 10:13 AM	Filled by Designer
000272	11/27/2012 10:54 AM	Out On Delivery
000272	11/27/2012 1:13 PM	Left with Receptionist

HTML Code Examples

ANN - Your Order for {RECPNAME}

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html><body>
<table width="660" border="1" cellspacing="0" cellpadding="0" align="center"
bordercolor="#999999"><tr>
<td><table width="648" border="0" cellspacing="2" cellpadding="2"
align="center" >
<tr>
<td><img src=
"{LOGO}"
align="left" /></td><td></td>

<td align="right"><font face="Times New Roman" color="#CC66FF"
size="6">
Happy Anniversary!</font> </td>

</tr>
<tr>
<td colspan="2" align="left"><font face="Verdana, Arial, Helvetica,
sans-serif" size="2"><br />
<font face="Verdana, Arial, Helvetica, sans-serif" size
="2">Life's greatest happiness is to be convinced we are loved.<br />

<strong>-
```

[illegible]

```

size="2"><strong>Subtotal:&nbsp;</strong><br />
    <br />
    <strong> Merchandise:&nbsp;</strong><br />
    <strong> Discount:&nbsp;</strong><br />
    <strong>Delivery Charge:&nbsp;</strong><br />
    <strong> Relay Charge:&nbsp;</strong><br />
    <strong>Service Charge:&nbsp;</strong><br />
    <strong>Tax:&nbsp;</strong></font><br />
    <br />
    <font face="Verdana, Arial, Helvetica, sans-serif" size="3">
<strong>
Total:&nbsp;</strong><br />
    </font></td>
    <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2">{OMERCH}<br />
    <br />
    {OMERCH}<br />
    {ODISCOUNT}<br />
    {ODELIVERY}<br />
    {ORELAY}<br />
    {OSERVICE}<br />
    {OTAX}</font><br />
    <br />
    <font face="Verdana, Arial, Helvetica, sans-serif" size="3"> {OTOTAL}
<br />
    </font></td>
</tr>
<tr>
    <td colspan="3"><p><br />
        <font style="font-family:Arial, Helvetica, sans-serif" size="2">
Thank you for using {SHOP}!<br />
        <br />Questions?

        <!--Track your order at any time on our site with this <a
href="{SHOPURL}
/CheckOrderStatus.asp?CheckMyOrderStatusOrderID ={ORDERNO}"
title="Your Order"><!-- link.</a> <br /></!-->
        <br />
        You may contact our shop directly at {PHONE} with your order
number
        , {ORDERNO}, or via
<a href="mailto: {EMAIL}?subject=Order: {ORDERNO}"> Email.</a>
</font> </p></td>
</tr>
<table width="648" border="0" cellpadding="2" cellspacing="2" align="center">
    <td colspan="2"><p align="center"><font style="font-family:Arial,
Helvetica, s
ans-serif" size="1"> <br />
        {SHOP}<br>
        {SHOPADDR}<br>
        {SHOPCITY},{SHOPST} {SHOPZIP}<br>
        {SHOPURL}<br>{PHONE}</font> <br />
        <font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF66
33">Generated by Teleflora's RTI&nbsp;<br>Management System</font></p></td>
</table>
<span style="padding: 0px;"></span>
</body>
</html>

```



Happy
Anniversary!

Life's greatest happiness is to be convinced we are loved.

- Victor Hugo

Thank you for trusting us to convey your feelings through a gift of beautiful flowers.

Sincerely,

RTI FLOWERS TEST SHOP

Invoice	00000270
Number:	11/26/2012
Order Date:	11/26/2012
Delivery Date:	

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Recipient Information

Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Product Information

1 www.myteleflora.com/pos-recipe-
page.aspx \$52.95
?p=93679 12 Orange Roses

Thinking Of You

Subtotal:	\$52.95
Merchandise:	
Discount:	\$52.95
Delivery	\$.00
Charge:	\$.00
Relay Charge:	\$.00
Service	\$.00
Charge:	\$.00
Tax:	
Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP!

Questions?

You may contact our shop directly at (870) 932-1112 with your order number , 00000270, or via [Email](#).

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR *****
www.00001114.estgweb.florist.com
(870) 932-1112

ANR - Your Reminder From {SHOP}

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html><body>
<table width="660" border="1" cellspacing="0" cellpadding="0" align="center"
bordercolor="#999999"><tr>
<td colspan="2" width="648" border="0" cellspacing="2" cellpadding="2"
align="center" >
<tr>
<td><img src=
"{LOGO}"
align="left" /></td><td></td>

<td align="right"><font face="Times New Roman" color="#CC66FF"
size="6">
<i>Let Her Know She's Still Your Girl</i></font> </td></tr>
<tr>
<td colspan="2" align="left"><font face="Verdana, Arial, Helvetica,
sans-serif" size="2"><br />
<font face="Verdana, Arial, Helvetica, sans-serif" size
="2">{SOLDNAME}, your anniversary is right around the corner on {DELDATE}.
The
order invoice shows what you sent last year. Please use the phone number
or
email link below to reference order {ORDERNO} when you place your order with
us.
</strong> <br />
<br />
Thank you for trusting us to convey your feelings through
a gift of beautiful flowers. <br />
<br />
Sincerely,<br />
<br />
{SHOP}</font> </td></tr>
<br>
<tr><td></td><td align="right">
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
<br>Invoice Number:<br>Order Date:<br>Delivery Date:<br><br></font></td>
<td align="right">

<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
<br>{ORDERNO}<br>{ORDDATE}<br>{DELDATE}<br><br></font></td></tr>
<tr>
<td align="left"><strong><font face="Verdana, Arial, Helvetica, sans-
serif"
size="3"> Customer Information</font></strong><br />
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
Account Number: {ACCTNO}<br />
Name: {SOLDNAME}<br />
Address: {SOLDADDR1} &nbsp;&nbsp;&nbsp;{SOLDADDR2} <br />
City: {SOLDCITY} State: {SOLDST}&nbsp;&nbsp;&nbsp;Zip: {SOLDZIP}<br />
<br />
</font></td>
<td></td>
</tr>
<tr>
<td align="left"><strong> <font face="Verdana, Arial, Helvetica, sans-
serif"
size="3">Recipient Information</font></strong><font face="Verdana, Arial,
Helvet
ica, sans-serif"
```

```
size="3"> <font face="Verdana, Arial, Helvetica, sans-serif" size="2"><br />  
Name: {RECPNAME}<br />  
Address: {RECADDR1} &nbsp;&nbsp;&nbsp;&nbsp;&{RECADDR2} <br />  
City: {REPCITY} State: {RECPST}&nbsp;&nbsp;& Zip: {RECPZIP}<br />  
<br />  
<br />  
<strong><font face="Verdana, Arial, Helvetica, sans-serif" size="3">  
Product Information</font></strong> <br />  
{PRODUCT}<br />  
{CARD}<br />  
<br />  
</font></td>  
<td></td>  
</tr>  
<tr><td>  
<td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"  
size="2"><strong>Subtotal:&nbsp;&nbsp;&</strong><br />  
<br />  
<strong> Merchandise:&nbsp;&nbsp;&</strong><br />  
<strong> Discount:&nbsp;&nbsp;&</strong><br />  
<strong>Delivery Charge:&nbsp;&nbsp;&</strong><br />  
<strong> Relay Charge:&nbsp;&nbsp;&</strong><br />  
<strong>Service Charge:&nbsp;&nbsp;&</strong><br />  
<strong>Tax:&nbsp;&nbsp;&</strong></font><br />  
<br />  
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">  
<strong>Total:&nbsp;&nbsp;&</strong><br />  
</font></td>  
<td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"  
size="2">{OMERCH}<br />  
<br />  
{OMERCH}<br />  
{ODISCOUNT}<br />  
{ODELIVERY}<br />  
{ORELAY}<br />  
{OSERVICE}<br />  
{OTAX}</font><br />  
<br />  
<font face="Verdana, Arial, Helvetica, sans-serif" size="3"> {OTAL}  
<br />  
</font></td>  
</tr>  
<tr>  
<td colspan="3"><p><br />  
<font style="font-family:Arial, Helvetica, sans-serif" size="2">  
Thank you for using {SHOP}<br />  
<br /> Questions?  
<!Track your order at any time on our site with this <a  
href="{SHOPURL}"  
/CheckOrderStatus.asp?CheckMyOrderStatusOrderID ={ORDERNO}"  
title="Your Order"><!link.</a> <br />  
<br />  
You may contact our shop directly at {PHONE} with your order  
number, {ORDERNO}, or via  
<a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a></font>  
</p></td>  
</tr><br>  
<table width="665" border="0" cellspacing="0" cellpadding="0"  
align="center">  
<td colspan="2"><p align="center"><font style="font-family:Arial,  
Helvetica, s  
ans-serif" size="1"> <br />  
{SHOP}<br>{SHOPADDR}<br>  
{SHOPCITY},{SHOPST} {SHOPZIP}<br>
```

```
{SHOPURL}<br>{PHONE}</font> <br />
    <font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF66
33">Generated by Teleflora's RTI&nbsp;Management System</font></p></td>
</table>
<span style="padding: 0px;"></span>
</body>
</html>
```



*Let Her
Know
She's Still
Your Girl*

JOHN DOE, your anniversary is right around the corner on 11/26/2012. The attached invoice shows what you sent last year. Please use the phone number or email link below to reference order 00000270 when you place your order with us.

Thank you for trusting us to convey your feelings through a gift of beautiful flowers.

Sincerely,

RTI FLOWERS TEST SHOP

Invoice Number:	00000270
Order Date:	11/26/2012
Delivery Date:	11/26/2012

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Recipient Information

Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Product Information

1 www.myteleflora.com/pos-recipe-
page.aspx \$52.95
?p=93679 12 Orange Roses

Thinking Of You

Subtotal:	\$52.95
Merchandise:	\$52.95
Discount:	\$.00
Delivery Charge:	\$.00
Relay Charge:	\$.00
Service Charge:	\$.00
Tax:	\$.00
Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP

Questions?

You may contact our shop directly at (870) 932-1112 with your order number , 00000270, or via [Email](#).

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR *****
www.00001114.esigweb.eflorist.com
(870) 932-1112
Generated by Teleflora's RTI Management System

BBY - Your Order For {RECPNAME}

[illegible]

[illegible]

```

        align="center" >
        <td colspan="2"><p align="center"><font style="font-family:Arial,
Helvetica, sans-serif" size="1"> <br />
        {SHOP}<br>
        {SHOPADDR}<br>
        {SHOPCITY},{SHOPST} {SHOPZIP}<br>
        {SHOPURL}<br>{PHONE}</font> <br />

        <font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF6633">Generated by Teleflora's RTI Management System</font></p></td>
    </table>
<span style="padding: 0px;"></span>
</body>
</html>

```



Congratulations!

Flowers are words which even a baby can understand.
- **Arthur C. Cox**

Thank you for trusting us to convey your feelings
through a gift of beautiful flowers.

Sincerely,

RTI FLOWERS TEST SHOP

Invoice	00000270
Number:	11/26/2012
Order Date:	11/26/2012
Delivery Date:	

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip:
72450

Recipient Information

Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip:
72450

Product Information

1 www.myteleflora.com/pos-recipe-
page.aspx \$52.95
?p=93679 12 Orange Roses

Thinking Of You

Subtotal:	\$52.95
Merchandise:	
Discount:	\$52.95
Delivery	\$.00
Charge:	\$.00
Relay Charge:	\$.00
Service	\$.00
Charge:	\$.00
Tax:	
Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP!

Questions?

You may contact our shop directly at (870) 932-1112 with your order number , 00000270, or via [Email](#).

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR 72450
www.00001114.estgweb.florist.com
(870) 932-1112



BNR - Your Reminder from {SHOP}

```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html><body>
<table width="660" border="1" cellspacing="0" cellpadding="0" align="center"
bordercolor="#999999"><tr>
  <td><table width="648" border="0" cellspacing="2" cellpadding="2"
align="center" >
    <tr>
      <td><img src=
"{LOGO}"
align="left" /></td>
</td><td></td>
      <td align="right"><font face="Times New Roman" color="#CC66FF"
size="5">
Make It A Birthday To Remember!</font> </td>
    </tr>
    <tr>
      <td colspan="2" align="left"><font face="Verdana, Arial, Helvetica,
sans-serif" size="2"><br />
      <font face="Verdana, Arial, Helvetica, sans-serif" size
="2">And in the end, it's not the years in your life that count. It's the
life in your years.<br />
      <strong>-
Abraham Lincoln</strong> <br />
<br /><font face="Verdana, Arial, Helvetica, sans-serif" size
="2">{SOLDNAME}, {RECPNAME} will be celebrating a birthday right around the
corn
er on {DELDATE}. Will your gift be the best one there?<br><br> The
att
ached invoice shows what you sent last year. Please reference order
{ORDERNO}
when you place your order with us at {PHONE} or via
<a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a> <br /><br>
Thank you for trusting us to convey your feelings through
a gift of beautiful flowers. <br />
<br />
Sincerely,<br />
<br />
{SHOP}</font> </td>
    <br />
  </tr>
  <tr><td></td>
    <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2"><br />
      Invoice Number:<br />
      Order Date:<br />
      Delivery Date:<br />
      <br />
    </font></td>
    <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2"> <br />
      {ORDERNO}<br />
      {ORDDATE}<br />
      {DELDATE}<br />
      <br />
    </font></td>
  </tr>
  <tr>
    <td align="left"><strong><font face="Verdana, Arial, Helvetica, sans-
serif" size="3"> Customer Information</font></strong><br />
      <font face="Verdana, Arial, Helvetica, sans-serif" size="2">

```

[illegible]

```

        <br />
        You may contact our shop directly at {PHONE} with your order
        number, {ORDERNO}, or via
        <a href="mailto: {EMAIL}?subject=Order: {ORDERNO}"> Email.</a>
    </font> </p></td>
</tr>
<table width="648" border="0" cellspacing="2" cellpadding="2"
    align="center" >
    <td colspan="2"><p align="center"><font style="font-family:Arial,
    Helvetica, sans-serif" size="1"> <br />
        {SHOP}<br>
        {SHOPADDR}<br>
        {SHOPCITY},{SHOPST} {SHOPZIP}<br>
        {SHOPURL}<br>{PHONE}</font> <br />
        <font style="font-family:Arial, Helvetica, sans-serif" size="0"
        color="#FF66
        33">Generated by Teleflora's RTI&nbsp;Management System</font></p></td>
    </table>
<span style="padding: 0px;"></span>
</body>
</html>

```



Make It A
Birthday To
Remember!

And in the end, it's not the years in your life that count. It's the life in your years.
- **Abraham Lincoln**

JOHN DOE, JANE DOE will be celebrating a birthday right around the corner on 11/26/2012. Will your gift be the best one there?

The attached invoice shows what you sent last year. Please reference order {ORDERNO } when you place your order with us at (870) 932-1112 or via [Email](#).

Thank you for trusting us to convey your feelings through a gift of beautiful flowers.

Sincerely,
RTI FLOWERS TEST SHOP

Invoice Number: 00000270
Order Date: 11/26/2012
Delivery Date: 11/26/2012

Customer Information
Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Recipient Information
Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Product Information

1 www.myteleflora.com/pos-recipe-
page.aspx \$52.95
?p=93679 12 Orange Roses

Thinking Of You

Subtotal: \$52.95

Merchandise: \$52.95
Discount: \$.00
Delivery Charge: \$.00
Relay Charge: \$.00
Service Charge: \$.00
Tax: \$.00

Total: \$52.95

Thank you for using RTI FLOWERS TEST SHOP!

Questions?

You may contact our shop directly at (870) 932-1112 with your order number , 00000270, or via [Email](#).

Figure 6 - The shop information has been omitted in this example, so that the email will fit to the page

BRM - Don't Forget {RECPNAME}

```

<html><body>
<table width="660" border="1" cellspacing="0" cellpadding="0" align="center"
  bordercolor="#999999"><tr><td>
<table width="648" border="0" cellspacing="2" cellpadding="2"
  align="center" >
<tr><td>
<img src=
"{LOGO}"
align="left"></td><td><font face="Times New Roman" color="#66CCFF" size="6">
Happy<font face="Times New Roman" color="#FF66CC" size="6"> Birthday!
</font></td>
<tr><td align="left"><font face="Verdana, Arial, Helvetica, sans-serif" size
="2">And in the end, it's not the years in your life that count. It's the
life in your years.<br><strong>-Abraham Lincoln</strong>
<br><br>{SOLDNAME}, don't forget to say it with flowers! {RECPNAME}'s
birthday is right around the corner, on {DELDATE}.
<br><br>Sincerely,<br><br>Our Florist</td>
<br><tr><td align="right">
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
<br>Invoice Number:<br>Order Date:<br>Delivery Date:<br><br></font></td>
<td align="right">
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
<br>{ORDERNO}<br>{ORDDATE}<br>{DELDATE}<br><br></font></td></tr>
<tr><td align="left">
<strong><font face="Verdana, Arial, Helvetica, sans-serif" size="3">
Customer Information</font></strong><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
Account Number: {ACCTNO}<br>Name: {SOLDNAME}<br>
Address: {SOLDADDR1} &nbsp;&nbsp;&nbsp;{SOLDADDR2}
<br>City: {SOLDCITY} State: {SOLDST}&nbsp;&nbsp;&nbsp;Zip: {SOLDZIP}<br><br></td></tr>
<tr><td align="left"><strong>
<font face="Verdana, Arial, Helvetica, sans-serif"
size="3">Recipient Information</strong>
<font face="Verdana, Arial, Helvetica, sans-serif" size="2"><br>
Name: {RECPNAME}<br>Address: {RECPADDR1} &nbsp;&nbsp;&nbsp;{RECPADDR2}
<br>City: {REPCITY} State: {RECPST}&nbsp;&nbsp;&nbsp;Zip: {RECPZIP}<br>
<font face="Courier New" size="2">
<br>{PRODUCT}<br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
{CARD}<br><br></td></tr>
<tr><td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2"><strong>Subtotal:&nbsp;&nbsp;&nbsp;</strong><br><br>
<strong>Merchandise:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Discount:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Delivery Charge:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Relay Charge:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Service Charge:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Tax:&nbsp;&nbsp;&nbsp;</strong></font><br><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">
<strong>Total:&nbsp;&nbsp;&nbsp;</strong><br></td>
<td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2">{OMERCH}<br><br>{OMERCH}<br>{ODISCOUNT}<br>{ODELIVERY}<br>
{ORELAY}<br>{OSERVICE}<br>{OTAX}</font><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">
{OTOTAL}<br></td></tr>
<tr><td><br><font face="Verdana, Arial, Helvetica, sans-serif"size="2">
Thank you for using {SHOP}.<br><br>
<!--Track your order at any time on our site with this
<a href=
"{SHOPURL}/CheckOrderStatus.asp?CheckMyOrderStatusOrderID={ORDERNO}" title=
  "Your Order "><!-- link.</A>
<br><br>

```

You may contact our shop directly at {PHONE} with your order number,
 {ORDERNO}, or via
[Email.](mailto: {EMAIL}?subject=Order: {ORDERNO})

</td></tr></table>

 <table border="0"> <tr> <td> <table width="665" border="0" cellpadding="0" cellspacing="0" align="center"><tr><td> <p align="center"> {SHOP}
 {SHOPADDR}
 {SHOPCITY},{SHOPST} {SHOPZIP}
 {SHOPURL}
{PHONE}
Generated by Teleflora's RTI &nbsp;Management System </p></td></tr></table> </td></tr> </table> </body> </html>	<table width="665" border="0" cellpadding="0" cellspacing="0" align="center"><tr><td> <p align="center"> {SHOP}
 {SHOPADDR}
 {SHOPCITY},{SHOPST} {SHOPZIP}
 {SHOPURL}
{PHONE}
Generated by Teleflora's RTI &nbsp;Management System </p></td></tr></table>
<table width="665" border="0" cellpadding="0" cellspacing="0" align="center"><tr><td> <p align="center"> {SHOP}
 {SHOPADDR}
 {SHOPCITY},{SHOPST} {SHOPZIP}
 {SHOPURL}
{PHONE}
Generated by Teleflora's RTI &nbsp;Management System </p></td></tr></table> 	



Happy
Birthday!

And in the end, it's not the years in your life that count. It's the life in your years.

-Abraham Lincoln

JOHN DOE, don't forget to say it with flowers! JANE DOE's birthday is right around the corner, on 11/26/2012.

Sincerely,

RTI FLOWERS TEST SHOP

Invoice Number:	00000270
Order Date:	11/26/2012
Delivery Date:	11/26/2012

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Recipient Information

Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

1 www.myteleflora.com/pos-recipe-page.aspx ?p=93679 12 Orange Roses	\$52.95
--	---------

Thinking Of You

Subtotal:	\$52.95
Merchandise:	\$52.95
Discount:	\$.00
Delivery Charge:	\$.00
Relay Charge:	\$.00
Service Charge:	\$.00
Tax:	\$.00
Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP.
Questions?

You may contact our shop directly at (870) 932-1112 with your order number , 00000270, or via [Email](#).

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR *****
www.00001114.estgweb.florist.com
(870) 932-1112

Generated by Teleflora's RTI Management System

BTH - Your Birthday Order

[illegible]

[illegible]

```

        You may also contact our shop at {PHONE} with your order number
        , {ORDERNO}, or via
<a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a></font>
</p></td>
</tr>
<td colspan="3"><p align="center"><font style="font-family:Arial,
Helvetica, sans-serif" size="1"> <br />
        {SHOP}<br>
        {SHOPADDR}<br>
        {SHOPCITY},{SHOPST} {SHOPZIP}<br>
        {SHOPURL}<br>{PHONE}</font> <br />
        <font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF66
33">Generated by Teleflora's RTI Management System</font></p></td>
</table>
<span style="padding: 0px;"></span>
</body>
</html>

```



Happy Birthday!

And in the end, it's not the years in your life that count. It's the life in your years.

-Abraham Lincoln

Thank you for trusting us to convey your feelings through a gift of beautiful flowers.

Sincerely,

RTI FLOWERS TEST SHOP

Invoice Number: 00000270
Order Date: 11/26/2012
Delivery Date: 11/26/2012

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Recipient Information

Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Product Information

1 www.myteleflora.com/pos-recipe-page.aspx \$52.95
?p=93679 12 Orange Roses

Thinking Of You

Subtotal: \$52.95
Merchandise: \$52.95
Discount: \$.00
Delivery Charge: \$.00
Relay Charge: \$.00
Service Charge: \$.00
Tax: \$.00
Total: \$52.95

Thank you for using RTI FLOWERS TEST SHOP

Track your order at any time on our site with this link.

You may also contact our shop at (870) 932-1112 with your order number , 00000270, or via Email.

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR *****
www.00001114.estgweb.eflorist.com
(870) 932-1112

Generated by Teleflora's RTI Management System

CCR - Your Order Has Shipped! (Courier Delivery Method)

```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html><body>
<table width="660" border="1" cellspacing="0" cellpadding="0" align="center"
bordercolor="#999999"><tr>
  <td><table width="648" border="0" cellspacing="2" cellpadding="2"
align="center" >
    <tr>
      <td><img src=
"{LOGO}"
align="left" /></td>
      <td colspan="2" align="right"><font face="Times New Roman"
color="#CC66FF"
size="6">Your Order Is On Its Way!</font></td>
    </tr>
    <tr>
      <td colspan="3" align="left"><font face="Verdana, Arial, Helvetica,
sans-serif" size="2">
<br>
Your order for {RECPNAME} being shipped with {COURIER} for an expected
delivery
date of {DELDATE}. <br />
<br />
You may follow your shipment at {COURIERWEB} using tracking number {TRACKNO}.
<br />
Thank you for trusting us to provide you with the finest in fresh
flowers, gourmet items, and unique gifts. <br />
<br />
Sincerely,<br />
<br />
{SHOP}</font></td>
      <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2"><br />
      <br />
      <br />
      </font></td>
      <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size=
"2"> <br />
        Invoice Number:<br />
Order Date:<br />
Delivery Date:<br />
        </font></td>
      <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2"><br />
{ORDERNO}<br />
{ORDDATE}<br />
{DELDATE}</font></td>
    </tr>
    <tr>
      <td align="left"><strong><font face="Verdana, Arial, Helvetica, sans-
serif" size="3"> Customer Information</font></strong><br />
        <font face="Verdana, Arial, Helvetica, sans-serif" size="2">
Account Number: {ACCTNO}<br />
Name: {SOLDNAME}<br />

```

[illegible]

```

        <!-- Track your order at any time on our site with this -->
        <a href=
"{SHOPURL}/CheckOrderStatus.asp?CheckMyOrderStatusOrderID={ORDERNO}"
title="Your
Order">
        <!-- link -->
        <br />
        You may contact us directly at {PHONE} with your order number,
        {ORDERNO}, or via
        <a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a></font>
    </p></td>
    </tr>
    <td colspan="3">
        <p align="center">
            <font style="font-family:Arial,
            Helvetica, sans-serif" size="1">
                <br />
                {SHOP}<br>
                {SHOPADDR}<br>
                {SHOPCITY},{SHOPST} {SHOPZIP}<br>
                {SHOPURL}<br>{PHONE}</font>
                <br />
                <font style="font-family:Arial, Helvetica, sans-serif" size="0"
                color="#FF66
                33">Generated by Teleflora's RTI Management System</font>
            </p>
        </td>
    </tr>
</table>
<span style="padding: 0px;"></span>
</body>
</html>

```



Your Order Is On Its Way!

Your order for JANE DOE being shipped with UPS GROUND for an expected delivery date of 11/27/2012.

You may follow your shipment at www.ups.com using tracking number 1ZRTI879343499232.

Thank you for trusting us to provide you with the finest in fresh flowers, gourmet items, and unique gifts.

Sincerely,

RTI FLOWERS TEST SHOP

Invoice Number:	00000271
Order Date:	11/27/2012
Delivery Date:	11/27/2012

Customer Information

Account Number: 00000105
 Name: JOHN DOE
 Address: 101 E MAIN ST
 City: PARAGOULD State: AR Zip: 72450

Recipient Information

Name: JANE DOE
 Address: 101 E MAIN ST
 City: PARAGOULD State: AR Zip: 72450

Product Information

1 [www.myteleflora.com/pos-recipe-page.aspx](http://www.myteleflora.com/pos-recipe-page.aspx?p=93679) \$52.95
 ?p=93679 12 Orange Roses

Thinking Of You

Subtotal:	\$52.95
Merchandise:	\$52.95
Discount:	\$.00
Delivery Charge:	\$.00
Relay Charge:	\$.00
Service Charge:	\$.00
Tax:	\$.00
Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP!

Questions?

You may contact us directly at (870) 932-1112 with your order number, 00000271, or via [Email](#).

RTI FLOWERS TEST SHOP
 3309 E KINGSHIGHWAY
 PARAGOULD, AR 72450
 www.00001114.esgweb.florist.com
 (870) 932-1112

Generated by Teleflora's RTI Management System

DLC - {SHOP} DELIVERY FOR {RECPNAME}

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"  
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">  
<html><body>  
<table width="660" border="1" cellspacing="0" cellpadding="0" align="center"  
bordercolor="#999999"><tr>  
  <td><table width="648" border="0" cellspacing="2" cellpadding="2"  
    align="center" >  
      <tr>  
        <td><img src=  
"{LOGO}"  
align="left" /></td>  
        <td colspan="2" align="right"><font face="Times New Roman"  
color="#CC66FF"  
size="6">Delivery Confirmation</font></td>  
      </tr>  
      <tr>  
        <td colspan="3" align="left"><font face="Verdana, Arial, Helvetica,  
sans-serif" size="2">  
<br>  
Your order for {RECPNAME} was delivered on {DELDATE}, at {DELTIME}. <br />  
<br />  
Thank you for trusting us to provide you with the finest in fresh  
flowers, gourmet items, and unique gifts. <br />  
<br />  
Sincerely,<br />  
<br />  
{SHOP}</font></td>  
      <br />  
    </tr>  
    <tr>  
      <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"  
size="2"><br />  
      <br />  
      <br />  
    </font></td>  
      <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"  
size="2"> <br />  
Invoice Number:<br />  
Order Date:<br />  
Delivery Date:<br />  
    </font></td>  
      <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"  
size="2"><br />  
{ORDERNO}<br />  
{ORDDATE}<br />  
{DELDATE}</font></td>  
    </tr>  
    <tr>  
      <td align="left"><strong><font face="Verdana, Arial, Helvetica, sans-  
serif" size="3"> Customer Information</font></strong><br />  
      <font face="Verdana, Arial, Helvetica, sans-serif" size="2">  
Account Number: {ACCTNO}<br />  
Name: {SOLDNAME}<br />  
Address: {SOLDADDR1} &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&{SOLDADDR2} <br />  
City: {SOLDCITY} State: {SOLDST}&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;& Zip: {SOLDZIP}<br />  
      <br />  
    </font></td>  
      <td colspan="2"></td>  
    </tr>  
    <tr>  
      <td align="left"><strong> <font face="Verdana, Arial, Helvetica, sans-
```

```
size="3">Recipient Information</font></strong><font face="Verdana, Arial,  
Helvetica, sans-serif"  
size="3"> <font face="Verdana, Arial, Helvetica, sans-serif" size="2"><br />  
Name: {RECPNAME}<br />  
Address: {RECPADDR1} &nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&nbsp;&{RECPADDR2} <br />  
City: {RECPCITY} State: {RECPST}&nbsp;&nbsp;&nbsp;& Zip: {RECPZIP}<br />  
<br />  
<br />  
<strong><font face="Verdana, Arial, Helvetica, sans-serif" size="3">  
Product Information</font></strong> <br />  
{PRODUCT}<br />  
{CARD}<br />  
<br /></font></font></td>  
<td colspan="2"></td>  
</tr>  
<tr>  
<td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"  
size="3"><br />  
</font></td>  
<td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"  
size="2"><strong>Subtotal:&nbsp;&nbsp;&nbsp;&.</strong><br />  
<br />  
<strong> Merchandise:&nbsp;&nbsp;&nbsp;&.</strong><br />  
<strong> Discount:&nbsp;&nbsp;&nbsp;&.</strong><br />  
<strong>Delivery Charge:&nbsp;&nbsp;&nbsp;&.</strong><br />  
<strong> Relay Charge:&nbsp;&nbsp;&nbsp;&.</strong><br />  
<strong>Service Charge:&nbsp;&nbsp;&nbsp;&.</strong><br />  
<strong>Tax:&nbsp;&nbsp;&nbsp;&.</strong></font><br />  
<br />  
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">  
<strong>  
Total:&nbsp;&nbsp;&.</strong></font><font face="Verdana, Arial, Helvetica, sans-  
 serif" size="3"><br />  
</font></td>  
<td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"  
size="2">{OMERCH}<br />  
<br />  
{OMERCH}<br />  
{ODISCOUNT}<br />  
{ODELIVERY}<br />  
{ORELAY}<br />  
{OSERVICE}<br />  
{OTAX}</font><br />  
<hr />  
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">  
{TOTAL}</font></td>  
</tr>  
<tr>  
<td colspan="4"><p><br />  
<font style="font-family:Arial, Helvetica, sans-serif"  
size="2">Thank you for using {SHOP}!<br />  
<br /> Questions?  
<! Track your order at any time on our site with this <a href=  
"{SHOPURL}/CheckOrderStatus.asp?CheckMyOrderStatusOrderID={ORDERNO}"  
title="Your  
Order"><! link.</a> <br />  
<br />  
You may contact us directly at {PHONE} with your order number,  
{ORDERNO}, or via  
<a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a></font>  
</p></td>  
</tr>
```

```

    <td colspan="3"><p align="center"><font style="font-family:Arial,
Helvetica, sans-serif" size="1"> <br />
    {SHOP}<br>
    {SHOPADDR}<br>
    {SHOPCITY},{SHOPST} {SHOPZIP}<br>
    {SHOPURL}<br>{PHONE}</font> <br />
    <font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF66
33">Generated by Teleflora's RTI Management System</font></p></td>
    </table>
<span style="padding: 0px;"></span>
</body>
</html>

```



Delivery Confirmation

Your order for JANE DOE was delivered on 11/26/2012, at 3:45 p.m..

Thank you for trusting us to provide you with the finest in fresh flowers, gourmet items, and unique gifts.

Sincerely,

RTI FLOWERS TEST SHOP

Invoice Number: 00000270
Order Date: 11/26/2012
Delivery Date: 11/26/2012

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Recipient Information

Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Product Information

1 www.myteleflora.com/pos-recipe-
page.aspx \$52.95
?p=93679 12 Orange Roses

Thinking Of You

Subtotal:	\$52.95
Merchandise:	\$52.95
Discount:	\$.00
Delivery Charge:	\$.00
Relay Charge:	\$.00
Service Charge:	\$.00
Tax:	\$.00
Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP!

Questions?

You may contact us directly at (870) 932-1112 with your order number, 00000270, or via [Email](#).

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR 72450
www.00001114.estgweb.efflorist.com
(870) 932-1112
Generated by Teleflora's RTI Management System

DLQ - Your Account Needs Attention

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html><body>
<table width="660" border="1" cellspacing="0" cellpadding="0" align="center"
bordercolor="#999999"><tr>
<td colspan="2"><table width="648" border="0" cellspacing="2" cellpadding="2"
align="center">
<tr>
<td colspan="2"><img src=
"{LOGO}"
align="left" /></td>
<td colspan="2" align="right"><font face="Times New Roman"
color="#CC66FF"
size="5">Your Account Is Past Due</font></td>
</tr>
<tr>
 <td colspan="3" align="left"> <p><font face="Verdana, Arial, Helvetica, sans-serif" size ="2">{ACCTNAME},<br /> Have you overlooked your account balance, {TOTALBAL} with us?<br /> <br /> Your account is past due according to the balance schedule at the bottom of this page. Please verify your account information below and mail your payment today.<br /> <br /> We also accept payments by credit card at {PHONE}.<br /> <br /> Sincerely,<br /> <br /> {SHOP}</font></p> <hr /></td> <br /> </tr> <tr> <td align="left"><strong><font face="Verdana, Arial, Helvetica, sans- serif" size="3"> Customer Information</font></strong><br /> <font face="Verdana, Arial, Helvetica, sans-serif" size="2"> Account Number: {ACCTNO}<br /> Name: {SOLDNAME}<br /> Address: {SOLDDADDR1} &nbsp;&nbsp;&nbsp;;{SOLDDADDR2} <br /> City: {SOLDLCITY} State: {SOLDST}&nbsp;&nbsp;&nbsp;; Zip: {SOLDZIP}<br /> <br /> </font></td> <td colspan="2"></td> </tr> <tr> <td colspan="2"> <td colspan="2" align="right"><font face="Verdana, Arial, Helvetica, sans-serif" size="3"> <br /> <strong>30 Days:&nbsp;&nbsp;&nbsp;</strong><br> <strong>60 Days:&nbsp;&nbsp;&nbsp;</strong><br> <strong>90 Days:&nbsp;&nbsp;&nbsp;</strong><br> <strong>120 Days:&nbsp;&nbsp;&nbsp;</strong><br> <br /> <font face="Verdana, Arial, Helvetica, sans-serif" size="3"> <strong> Total Due (including past due and current charges):</strong></font><font face="Verdana, Arial, Helvetica, sans-serif" size="3"><br /> </font></td> <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif" | |
```

```

size="2"><br />
    {30 DAYS}<br />
    {60 DAYS}<br />
    {90 DAYS}<br />
{120 DAYS}<br />
    </font><br />
    <hr />
    <font face="Verdana, Arial, Helvetica, sans-serif" size="3">
{TOTALBAL}</font></td>
</tr>
<tr>
    <td colspan="4"><p><br />
        <font style="font-family:Arial, Helvetica, sans-serif"
size="2">
Thank you for using our {SHOP}!<br />
        <br />
        You may also contact us via
<a href= "mailto: {EMAIL}?subject=Account {ACCTNO}">Email.</a></font>
</p></td>
</tr>
    <td colspan="3"><p align="center"><font style="font-family:Arial,
Helvetica, s
ans-serif" size="1"> <br />
        {SHOP}<br>
        {SHOPADDR}<br>
        {SHOPCITY},{SHOPST} {SHOPZIP}<br>
        {SHOPURL}</font> <br />
        <font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF66
33">Generated by Teleflora's RTI
        &nbsp;   Management System</font></p></td>
</table>
<span style="padding: 0px;"></span> </body>
</html>

```



Your Account Is Past Due

JOHN DOE,
Have you overlooked your account balance, \$5.90 with us?

Your account is past due according to the balance schedule at the bottom of this page. Please verify your account information below and mail your payment today.

We also accept payments by credit card at (870) 932-1112.

Sincerely,

RTI FLOWERS TEST SHOP

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

30 Days:	\$.00
60 Days:	\$.00
90 Days:	\$.00
120 Days:	\$.00

Total Due (including past due and current charges):	\$5.90
--	--------------

Thank you for using our RTI FLOWERS TEST SHOP!

You may also contact us via [Email](#).

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR *****
www.00001114.estgweb.eflorist.com
Generated by Teleflora's RTI Management System

GWS - Your Get Well Order

```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html><body>
<table width="660" border="1" cellspacing="0" cellpadding="0" align="center"
bordercolor="#999999"><tr><td>
<table width="648" border="0" cellspacing="2" cellpadding="2"
align="center" >
<tr><td><img src=
"{LOGO}"
align="left"></td><td><font face="Times New Roman" color="#FF66CC" size="6">
Get<br><font face="Times New Roman" color="#6666CC" size="6">well<br>
<font face="Times New Roman" color="#FF0000" size="6">Soon!</font></td>
<tr><td align="left"><font face="Verdana, Arial, Helvetica, sans-serif" size
="2">Flowers always make it better!
<br><br>Thank you for trusting us to convey your feelings through
a gift of beautiful flowers!
<br><br>Sincerely,<br><br>{SHOP}
</td> <tr><td align="right">
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
<br>Invoice Number:<br>Order Date:<br>Delivery Date:<br><br></font></td>
<td align="right">
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
<br>{ORDERNO}<br>{ORDDATE}<br>{DELDATE}<br><br></font></td></tr>
<tr><td align="left">
<strong><font face="Verdana, Arial, Helvetica, sans-serif" size="3">
Customer Information</font></strong><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
Account Number: {ACCTNO}<br>Name: {SOLDNAME}<br>
Address: {SOLDADDR1} &nbsp;&nbsp;&nbsp;{SOLDADDR2}
<br>City: {SOLDCITY} State: {SOLDST}&nbsp;&nbsp;&nbsp;Zip: {SOLDZIP}<br><br></td></tr>
<tr><td align="left"><strong>
<font face="Verdana, Arial, Helvetica, sans-serif"
size="3">Recipient Information</strong>
<font face="Verdana, Arial, Helvetica, sans-serif" size="2"><br>
Name: {RECPNAME}<br>Address: {RECPADDR1} &nbsp;&nbsp;&nbsp;{RECPADDR2}
<br>City: {REPCITY} State: {RECPST}&nbsp;&nbsp;&nbsp;Zip: {RECPZIP}<br>
<font face="Courier New" size="2">
<br>{PRODUCT}<br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
{CARD}<br><br></td></tr>
<tr><td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2"><strong>Subtotal:&nbsp;&nbsp;&nbsp;</strong><br><br>
<strong>Merchandise:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Discount:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Delivery Charge:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Relay Charge:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Service Charge:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Tax:&nbsp;&nbsp;&nbsp;</strong></font><br><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">
<strong>Total:&nbsp;&nbsp;&nbsp;</strong><br></td>
<td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2">{OMERCH}<br><br>{OMERCH}<br>{ODISCOUNT}<br>{ODELIVERY}<br>
{ORELAY}<br>{OSERVICE}<br>{OTAX}</font><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">
{OTOTAL}<br></td></tr>
<tr><td><br><font face="Verdana, Arial, Helvetica, sans-serif"size="2">
Thank you for using {SHOP}<br><br>Questions?

```

```

<!Track your order at any time on our site with this
<a href=
"{SHOPURL}/CheckOrderStatus.asp?CheckMyOrderStatusOrderID
={ORDERNO}" title= "Your Order "><! link.</A>
<br><br>
You may contact us directly at {PHONE} with your order number, {ORDERNO}, or
via
  <a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a>
</td></tr></font></table>
<br><br>
<table width="665" border="0" cellspacing="0" cellpadding="0"
align="center"><tr><td>
<p align="center"><font face="Arial" size="1">
  {SHOP}<br>
  {SHOPADDR}<br>
  {SHOPCITY},{SHOPST} {SHOPZIP}<br>
  {SHOPURL}<br>{PHONE}
<br><font face="Arial" size="0" color="#99CCCC">
  Generated by Teleflora's RTI Management System</font>
</p></td></tr></table>
<span style="padding: 0px;"></span></body>
</html>

```



Get
Well
Soon!

Flowers always make it better!

Thank you for trusting us to convey your feelings through a gift of beautiful flowers!

Sincerely,

RTI FLOWERS TEST SHOP

Invoice Number: 00000270
Order Date: 11/26/2012
Delivery Date: 11/26/2012

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Recipient Information

Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

1	www.myteleflora.com/pos-recipe-page.aspx	\$52.95
	?p=93679 12 Orange Roses	

Thinking Of You

Subtotal:	\$52.95
Merchandise:	\$52.95
Discount:	\$.00
Delivery Charge:	\$.00
Relay Charge:	\$.00
Service Charge:	\$.00
Tax:	\$.00
Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP

Questions?

You may contact us directly at (870) 932-1112 with your order number , 00000270, or via [Email](#).

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR 72450
www.00001114.esigweb.florist.com
(870) 932-1112
Generated by Teleflora's RTI Management System

IDC - {SHOP} DELIVERY FOR {RECPNAME} (Incoming Delivery Confirmation)

[illegible]

```
<td align="left"><strong> <font face="Verdana, Arial, Helvetica, sans-serif" size="3">Recipient Information</font></strong><font face="Verdana, Arial, Helvetica, sans-serif" size="3">  
    Name: {RECPNAME}<br />  
    Address: {RECADDR1}   {RECADDR2} <br />  
    City: {RECPCITY} State: {RECST}&nbsp; Zip: {RECPZIP}<br />  
    <br />  
    <strong><font face="Verdana, Arial, Helvetica, sans-serif" size="3">  
        Product Information</font></strong> <br />  
        {PRODUCT}<br />  
        {CARD}<br />  
        <br />  
    </font></font></td>  
<td colspan="2"></td>  
</tr>  
<tr>  
    <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif" size="3"><br />  
        </font></td>  
    <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif" size="2"><strong>Subtotal:&nbsp; </strong><br />  
        <br />  
        <strong> Merchandise:&nbsp; </strong><br />  
        <strong> Discount:&nbsp; </strong><br />  
        <strong>Delivery Charge:&nbsp; </strong><br />  
        <strong> Relay Charge:&nbsp; </strong><br />  
        <strong>Service Charge:&nbsp; </strong><br />  
        <strong>Tax:&nbsp; </strong></font><br />  
        <font face="Verdana, Arial, Helvetica, sans-serif" size="3">  
    <strong>  
Total:&nbsp; </strong></font><font face="Verdana, Arial, Helvetica, sans-serif" size="3"><br />  
    </font></td>  
    <td align="right"><font face="Verdana, Arial, Helvetica, sans-serif" size="2">{OMERCH}<br /><br />  
    {OMERCH}<br />  
    {ODISCOUNT}<br />  
    {ODELIVERY}<br />  
    {ORELAY}<br />  
    {OSERVICE}<br />  
    {OTAX}</font><br />  
    <font face="Verdana, Arial, Helvetica, sans-serif" size="3"> {OTOTAL}  
    </font></td>  
</tr>  
<tr>  
    <td colspan="4"><p><br />  
        <font style="font-family:Arial, Helvetica, sans-serif"  
size="2">Thank you for using {SHOP}!<br />  
        <br /> Questions?  
        <! Track your order at any time on our site with this <a href="{SHOPURL}/CheckOrderStatus.asp?CheckMyOrderStatusOrderID={ORDERNO}"  
title="Your  
Order"><! link.</a> <br />  
        <br />  
        You may contact us directly at {PHONE} with your order number,  
{ORDERNO}, or via  
<a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a></font>  
</p></td>  
</tr>
```

```

    <td colspan="3"><p align="center"><font style="font-family:Arial,
Helvetica, sans-serif" size="1"> <br />
    {SHOP}<br>
    {SHOPADDR}<br>
    {SHOPCITY},{SHOPST} {SHOPZIP}<br>
    {SHOPURL}<br>{PHONE}</font> <br />

    <font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF6633">Generated by Teleflora's RTI Management System</font></p></td>
    </table>
<span style="padding: 0px;"></span>
</body>
</html>

```



Delivery Confirmation

Your order for JANE DOE has been delivered.

Thank you for trusting us to provide you with the finest in fresh flowers, gourmet items, and unique gifts.

Sincerely,

RTI FLOWERS TEST SHOP

Invoice Number: 00000270
Order Date: 11/26/2012
Delivery Date: 11/26/2012

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Recipient Information

Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Product Information

1 www.myteleflora.com/pos-recipe-
page.aspx \$52.95
?p=93679 12 Orange Roses

Thinking Of You

Subtotal:	\$52.95
Merchandise:	\$52.95
Discount:	\$.00
Delivery Charge:	\$.00
Relay Charge:	\$.00
Service Charge:	\$.00
Tax:	\$.00
Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP!

Questions?

You may contact us directly at (870) 932-1112 with your order number, {OR DERNO}, or via [Email](#).

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR 72450
www.00001114.esigweb.florist.com
(870) 932-1112
Generated by Teleflora's RTI Management System

FIV – {SHOP} FACTURE POUR {RECPNAME} (French Invoice)

[illegible]

```

        </td>    </tr>
        <td colspan="3"><p align="center"><font style="font-family:Arial,
Helvetica, sans-serif" size="1"> <br />
        {SHOP}<br>
        {SHOPADDR}<br>
        {SHOPCITY},{SHOPST} {SHOPZIP}<br>
        {SHOPURL}<br>{PHONE}</font> <br />
        <font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF66
33">Teleflora's RTI Management System</font></p></td>
    </table>
<span style="padding: 0px;"></span>
</body>
</html>

```



No.Trans: 00000270
 Date de la Commande: 11/26/2012
 La Date de Livraison: 11/26/2012

Client/e Informations

No de compte: 00000105
 Nom: JOHN DOE
 Adresse: 101 E MAIN ST
 Ville: PARAGOULD Etat: AR Postal: 72450

Destinataire Informations

Nom: JANE DOE
 Adresse: 101 E MAIN ST
 Ville: PARAGOULD Etat: AR Postal: 72450

1 www.myteleflora.com/pos-recipe-page.aspx \$52.95
 ?p=93679 12 Orange Roses

Thinking Of You

Sous Total:	\$52.95
Marchandises:	\$52.95
Escompte:	\$.00
Frais de livraison:	\$.00
Frais Relais:	\$.00
Frais de Service:	\$.00
Taxe:	\$.00
Prix Total:	\$52.95

Merci d'utiliser votre fleuriste!

Si vous avez des questions, s'il vous plait contactez-nous au (870) 932-1112
 avec votre numero de facture, 00000270 or par [Email](#).

RTI FLOWERS TEST SHOP
 3309 E KINGSHIGHWAY
 PARAGOULD, AR *****
 www.00001114.estgweb.eflorist.com

(870) 932-1112
 Teleflora's RTI Management System

SIV – {SHOP} FACTURA PARA {RECPNAME} (Spanish Invoice)

[illegible]

```

        </td></tr>
        <td colspan="3"><p align="center"><font style="font-family:Arial,
Helvetica, sans-serif" size="1"> <br />
        {SHOP}<br>
        {SHOPADDR}<br>
        {SHOPCITY},{SHOPST} {SHOPZIP}<br>
        {SHOPURL}<br>{PHONE}</font> <br />
        <font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF66
33">Teleflora's RTI Management System</font></p></td>
    </table>
<span style="padding: 0px;"></span>
</body>
</html>

```



Numero de Factura: 00000270
 Fecha del Pedido: 11/26/2012
 Fecha de Entrega: 11/26/2012

Informacion del Cliente/a

Num de cuenta: 00000105
 Nom: JOHN DOE
 Direccion: 101 E MAIN ST
 Ciudad: PARAGOULD Estado: AR Postal: 72450

Receptor Informacion

Nom: JANE DOE
 Adresse: 101 E MAIN ST
 Ciudad: PARAGOULD Estado: AR Postal: 72450

1 [www.myteleflora.com/pos-recipe-page.aspx](http://www.myteleflora.com/pos-recipe-page.aspx?p=93679) \$52.95
 ?p=93679 12 Orange Roses

Thinking Of You

Subtotal:	\$52.95
Marchandises:	\$52.95
Descuento:	\$.00
Cuota Entrega:	\$.00
Cuota Turnos:	\$.00
Cuota Servicio:	\$.00
Impuesto:	\$.00
Total:	\$52.95

Gracias o el uso de su florista!

Si tiene preguntas, pongase en contact a (870) 932-1112 con nosotros su
 numero de factura: 00000270, or para [email](#).

RTI FLOWERS TEST SHOP
 3309 E KINGSHIGHWAY
 PARAGOULD, AR *****
www.00001114.esigweb.eflorist.com

(870) 932-1112

Teleflora's RTI Management System

INV - {SHOP} ORDER FOR {RECPNAME}

```

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html><body>
<table width="660" border="1" cellspacing="0" cellpadding="0" align="center"
bordercolor="#999999"><tr><td>
<table width="648" border="0" cellspacing="2" cellpadding="2"
align="center" >
<tr><td>
</td>
<td align="left"><font face="Times New Roman" color="#CC6666" size="6">
<Edit The Text From "Your Order Details" to Something You Like Better to
shop to the right of your store Logo>Your Order Details</td></font>
</tr>
<tr>
<td colspan="2" align="left"><font face="Verdana, Arial, Helvetica,
sans-serif" size="2"><br />
<font face="Verdana, Arial, Helvetica, sans-serif" size="2"><br />
<strong><Enter any text here that you would like to show up in bold>
<Free Text Should Be Ended Here>
</strong> <br />
<br /><You may edit this text to personalize your message to the customer.
Please do not edit the form below the word, "Sincerely" unless you
have a knowledge of using HTML. You may edit the text at the very bottom of
this form>
Thank you for trusting us to convey your feelings through a gift of beautiful
flowers and unique gifts. <br />
<br />Sincerely,
<br />{SHOP}<br></td></tr>
<tr><td align="right">
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
<br>Invoice Number:<br>Order Date:<br>Delivery Date:<br><br></font></td>
<td align="right">
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
<br>{ORDERNO}<br>{ORDDATE}<br>{DELDATE}<br><br></font></td></tr>
<tr><td align="left">
<strong><font face="Verdana, Arial, Helvetica, sans-serif" size="3">
Customer Information</font></strong><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
Account Number: {ACCTNO}<br>Name: {SOLDNAME}<br>
Address: {SOLDADDR1} &nbsp;&nbsp;&nbsp;{SOLDADDR2}
<br>City: {SOLDCITY} State: {SOLDST}&nbsp;&nbsp;&nbsp;Zip: {SOLDZIP}<br><br></td></tr>
<tr><td align="left"><strong>
<font face="Verdana, Arial, Helvetica, sans-serif"
size="3">Recipient Information</strong>
<font face="Verdana, Arial, Helvetica, sans-serif" size="2"><br>
Name: {RECPNAME}<br>Address: {RECPADDR1} &nbsp;&nbsp;&nbsp;{RECPADDR2}
<br>City: {REPCITY} State: {RECPST}&nbsp;&nbsp;&nbsp;Zip: {RECPZIP}<br>
<font face="Courier New" size="2">
<br>{PRODUCT}<br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
{CARD}<br><br></td></tr>
<tr><td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2"><strong>Subtotal:&nbsp;&nbsp;&nbsp;</strong><br><br>
<strong>Merchandise:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Discount:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Delivery Charge:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Relay Charge:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Service Charge:&nbsp;&nbsp;&nbsp;</strong><br>
<strong>Tax:&nbsp;&nbsp;&nbsp;</strong></font><br><br>

```

```

<font face="Verdana, Arial, Helvetica, sans-serif" size="3">
<strong>Total:&nbsp;&nbsp;&nbsp;</strong><br></td>
<td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2">{OMERCH}<br><br>{OMERCH}<br>{ODISCOUNT}<br>{ODELIVERY}<br>
{ORELAY}<br>{OSERVICE}<br>{OTAX}</font><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">
{OTOTAL}<br></td></tr>
<tr><td><br><font face="Verdana, Arial, Helvetica, sans-serif"size="2">
<! You may edit the text below and it appear at the bottom of the email>
Thank you for using {SHOP}<br><br />
<br /> Questions?
<! Track your order at any time on our site with this <a href=
"{SHOPURL}/CheckOrderStatus.asp?CheckMyOrderStatusOrderID={ORDERNO}"
title="Your
Order"><! link.</a> <br />
<br />You may contact us directly at {PHONE} with your order number,
{ORDERNO}, or via
<a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a></font>
</p></td></tr>
<td colspan="3"><p align="center"><font style="font-family:Arial,
Helvetica, sans-serif" size="1"> <br />
{SHOP}<br>
{SHOPADDR}<br>
{SHOPCITY},{SHOPST} {SHOPZIP}<br>
{SHOPURL}<br>{PHONE}</font> <br />
<font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF66
33">Generated by Teleflora's RTI Management System</font></p></td>
</table>
<span style="padding: 0px;"></span>
</body>
</html>

```



Your Order Details

Thank you for trusting us to convey your feelings through a gift of beautiful flowers and unique gifts.

Sincerely,
RTI FLOWERS TEST SHOP

Invoice Number:	00000270
Order Date:	11/26/2012
Delivery Date:	11/26/2012

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Recipient Information

Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

1 www.myteleflora.com/pos-recipe-page.aspx
\$52.95
?p=93679 12 Orange Roses

Thinking Of You

Subtotal:	\$52.95
Merchandise:	\$52.95
Discount:	\$.00
Delivery Charge:	\$.00
Relay Charge:	\$.00
Service Charge:	\$.00
Tax:	\$.00
Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP

Questions?

You may contact us directly at (870) 932-1112 with your order number, 00000270, or via [Email](#).

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR *****
www.00001114.estgweb.efflorist.com
(870) 932-1112
Generated by Teleflora's RTI Management System

NWS -- Your Shop Newsletter Template (Advanced—customization required)

```

<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/html4/loose.dtd">
<html>
<head>
<title>Your Newsletter</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<style type="text/css">
<!--
body,td,th {
font-family: verdana;
font-size: 10px;
}
body {
background-color: #FFFFFF;
margin-left: 0px;
margin-top: 0px;
}
.text1 {
font-family: verdana;
font-size: 10px;
font-weight: normal;
color: #000000;
}
.text2 {
font-family: verdana;
font-size: 10px;
font-weight: bold;
color: #00212A;
}
.text3 {
font-family: verdana;
font-size: 10px;
font-weight: bold;
color: #FFFFFF;
}
.text4 {
font-family: verdana;
font-size: 10px;
font-weight: bold;
color: #006600;
}
.text5 {
font-family: verdana;
font-size: 10px;
font-weight: normal;
color: #FFFFFF;
}
.text6 {
font-family: verdana;
font-size: 10px;
font-weight: normal;

```

```

color: #FFFFFF;
}
.brder {
border: 1px solid #A79703;
}
-->
</style></head>
<center>
<body>
<table width="570" border="0" cellpadding="5" cellspacing="1"
class="border_2">
  <!--DWLayoutTable-->
  <tr>
    <td colspan="2" valign="top" bgcolor="#EEEDBF">
  </td>
    <td width="223" align="left" valign="middle" bgcolor="#A79703"><span
class
="text4">Holiday Edition</span><span class="style1"><span
class="style2"><br>
    </span></span><span class="text3"><strong>December 2011</strong>
</span></td>
  </tr>
  <tr bgcolor="#FFFFFF">
    <td width="148" align="left" valign="top" class="brder"><span
class="style5"><strong class="text4">In this issue:</strong><br>
    <br>
    <strong>&bull;</strong> <a href="#1" class="text1">latest
news</a><br>
    <strong>&bull;</strong> <a href="#2" class="text1">main
article</a><br>
    <strong>&bull;</strong> <a href="#3" class="text1">special offers</a><br>
    <strong>&bull;</strong> <a href="#4" class="text1">tip of the week
</a>
    <br>
    <strong>&bull;</strong> <a href="#7" class="text1">current
coupon</a>
    <br>
    <strong>&bull;</strong> <a href="#5" class="text1">success
story</a><br>
    <strong>&bull;</strong> <a href="#6" class="text1">Links</a></span>
<strong> </strong></td>
    <td colspan="2" align="left" valign="top" class="brder"><span
class="style14"><a name="1"></a></span><span class="text4">LATEST
NEWS</span><span class="styl
e8"><br>
    </span><span class="style25"><br>
    Use this link to highlight new product lines, projects, or services.<a
href="#"
class="text4">read more</a><br>
    <br>
    Let customers know about something that clearly separates you from other
businesses.</span><a href="#" class="text4">read more</a></td>
  </tr><tr>

```

```

<td width="334" colspan="2" align="left" valign="top" bgcolor="#A79703"
class="brder"><p class="text1">
    <span class="text4"><strong><a
name="2" id="2"></
a>MAIN ARTICLE </strong></span><br>
    <br>
<span class="text3">Your most important information<br>
    should be right in front of your customers!<br>
    </span><br>
    Make your shop stand out with articles that catch the eye.
    <a href="#" class="text4"><br>
    </a></p>
    <p class="text1">Your second paragraph should also be compelling,
and can serve its own purpose or be used to better <br>
illustrate your first point. <br>
<a href="#" class="text4"><br>
</a> Don't give too much information if you want customers to read through
the rest of your newsletter.
In the same way that you merchandise a store to create traffic, you want
to entice shoppers to look further through what you're offering. <a
href="#" class="text3"> read more</a> </p></td>
    <td width="233" align="left" valign="top" bgcolor="#EEEEBF"><span
class="style5 style1"><strong><a name="3" id="3"></a></strong></span><span
class="text4">
<strong>SPECIAL OFFERS <br><br>
</strong></span><span class="style3">Use this section to show any current
coupons or promotions you have. Drive consumers to your web site when
possible. A cleanly laid out site with easy to find products will save
you lots of labor time in explaining product over the phone. <br>
    <br>
</span><span class="text4"><strong><a name="7" id="7"></a>LINKS
</strong></span>
<span class="style1"><br>
    <br><span class="style3">Add links to relevant subjects--don't let
your customers get used to googling everything on their own. Make them
think of you first!<br>
    <strong>&bull;</strong> <a href="#" class="text1">Specific gardening
projects </a><br>
    <strong>&bull;</strong> <a href="#" class="text1">Next Spring's Best
Planting Times</a><br>
    <strong>&bull;</strong> <a href="#" class="text1">Best flowers to
plant in your climate </a><br>
    <strong>&bull;</strong> <a href="#" class="text1">Which flower is
appropriate for which occasion? </a></span></td>
</tr>
<tr>
<td width="334" colspan="2" rowspan="2" align="left" valign="top"
class="brder">
<p align="left"><span class="style14"><a name="5" id="5"></a></span><span
class="
"text4">STORY </span><span class="style8"><br>
    <br>
    </span><span class="text1">Do you have a customer who couldn't
manage to keep a plant alive until asking you for advice, <br>
    </span>

```

```

        <span class="text1">a customer who came to your nursery and planted
a show piece of a garden, or a customer who attended your latest design
class? Highlight their success here!<br>
        </span><a href="#" class="text2">read more</a></p></td>
</tr>
<tr bgcolor="#FFFFFF">
    <td valign="top" bgcolor="#EEDDBF"><div align="left" class="style1">
        <p class="style5"><strong><a name="4"></a>TIPS OF THE WEEK<br>
            <br>
            <span class="style4">What simple practice do you do that can
help someone get more out of a floral purchase?<a href="#"
class="text2">read more</a
></span></strong></p>
        <p class="style5"><strong><span class="style4">Why should someone
buy flowers as opposed to other gifts? <a href="#" class="text2">read
more</a> </span></
strong></p>
</div></td>
    </tr>
<tr bgcolor="#A79703">
    <td colspan="3" valign="top"><div align="center"><span
class="style5"><strong><a name="7" id="7"></a></strong></span><span
class="text4"><strong>CURRENT COUPON</strong></span><span
class="style5"><strong> <br>
        <br><span class="1"><div
style="width:550px;height:100px;border:2px dotted black;">
Ever try to get non-commercial customers to create standing orders?
Provide an incentive for someone to keep sending orders and increase your
cash flow--tie these standing orders to holidays, or create your
own<br><br> ("She knew when you were at [XXXXXX] that you were the
one.<br><br> Don't let her forget").<br>
        </span></strong></span></div></td>
</tr>
<tr align="center" valign="middle" bgcolor="#FFFFFF" class="brder">
    <td colspan="3" class="brder"><span class="text4"><span
class="text4">Copyright &copy; {SHOP}</span> </span></td>
</tr>
<tr align="center" valign="middle" bgcolor="#000000">
    <td colspan="3" valign="top"><span class="text6">If you wish to cancel
your subscription to this newsletter <a href="#" class="text3">click
here</a></span></td>
</tr>
<tr>
    <td></td>
    <td width="165"></td>
    <td></td>
</tr>
</table>
<span style="padding: 0px;"></span>
</body></center></html>

```

		Holiday Edition December 2011	
In this Issue: • latest news • main article • special offers • tip of the week • current coupon • success story • links		LATEST NEWS Use this link to highlight new product lines, projects, or services. read more Let customers know about something that clearly separates you from other businesses. read more	
MAIN ARTICLE Your most important information should be right in front of your customers! Make your shop stand out with articles that catch the eye. Your second paragraph should also be compelling, and can serve its own purpose or be used to better illustrate your first point. Don't give too much information if you want customers to read through the rest of your newsletter. In the same way that you merchandise a store to create traffic, you want to entice shoppers to look further through what you're offering. read more		SPECIAL OFFERS Use this section to show any current coupons or promotions you have. Drive consumers to your web site when possible. A cleanly laid out site with easy to find products will save you lots of labor time in explaining product over the phone. LINKS Add links to relevant subjects--don't let your customers get used to googling everything on their own. Make them think of you first! • Specific gardening projects • Next Spring's Best Planting Times • Best flowers to plant in your climate • Which flower is appropriate for which occasion?	
STORY Do you have a customer who couldn't manage to keep a plant alive until asking you for advice, a customer who came to your nursery and planted a show piece of a garden, or a customer who attended your latest design class? Highlight their success here! read more		TIPS OF THE WEEK What simple practice do you do that can help someone get more out of a floral purchase? read more Why should someone buy flowers as opposed to other gifts? read more	
CURRENT COUPON Ever try to get non-commercial customers to create standing orders? Provide an incentive for someone to keep sending orders and increase your cash flow--tie the se standing orders to holidays, or create your own ("She knew when you were at [XXXXXX] that you were the one. Don't let her forget").			
Copyright © RTI FLOWERS TEST SHOP			
If you wish to cancel your subscription to this newsletter click here			

POC -- {SHOP} ORDER FOR {RECPNAME} (Phone Order Confirmation)

[illegible]

```

<br>{PRODUCT}<br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
{CARD}<br><br></td></tr>
<tr><td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2"><strong>Subtotal:&nbsp;</strong><br><br>
<strong> Merchandise:&nbsp;</strong><br>
<strong> Discount:&nbsp;</strong><br>
<strong>Delivery Charge:&nbsp;</strong><br>
<strong> Relay Charge:&nbsp;</strong><br>
<strong>Service Charge:&nbsp;</strong><br>
<strong>Tax:&nbsp;</strong></font><br><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">
<strong>Total:&nbsp;</strong><br></td>
<td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2">{OMERCH}<br><br>{OMERCH}<br>{ODISCOUNT}<br>{ODELIVERY}<br>
{ORELAY}<br>{OSERVICE}<br>{OTAX}</font><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">
{OTOTAL}<br></td></tr>
<tr><td><br><font face="Verdana, Arial, Helvetica, sans-serif"size="2">
Thank you for using {SHOP}.<br>
<br /><br /> Questions?
        <!-- Track your order at any time on our site with this <a
href=
"{SHOPURL}/CheckOrderStatus.asp?CheckMyOrderStatusOrderID={ORDERNO}"
title="Your
Order"><!-- link.</a> <br />
<br />
You may contact us directly at {PHONE} with your order number, {ORDERNO},
or via
<a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a></font>
</p></td>
</tr>
<td colspan="3"><p align="center"><font style="font-family:Arial,
Helvetica, sans-serif" size="1"> <br />
{SHOP}<br>
{SHOPADDR}<br>
{SHOPCITY},{SHOPST} {SHOPZIP}<br>
{SHOPURL}<br>{PHONE}</font> <br />
<font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF66
33">Generated by Teleflora's RTI Management System</font></p></td>
</table>
<span style="padding: 0px;"></span>
</body>
</html>

```



Your Order Details

We have successfully placed your floral order with our affiliate florist in PARAGOULD.

Thank you for trusting us to convey your feelings through a gift of beautiful flowers and unique gifts.

Sincerely,
RTI FLOWERS TEST SHOP

Invoice Number:	00000272
Order Date:	11/27/2012
Delivery Date:	11/27/2012

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Recipient Information

Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

1 www.myteleflora.com/pos-recipe-page.aspx
\$52.95
?p=93679 12 Orange Roses
1 Outgoing Second Choice
\$.00

Thinking Of You

Subtotal:	\$52.95
Merchandise:	\$52.95
Discount:	\$.00
Delivery Charge:	\$.00
Relay Charge:	\$.00
Service Charge:	\$.00
Tax:	\$.00
Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP.

Questions?

You may contact us directly at (870) 932-1112 with your order number, 00000272, or via [Email](#).

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR *****
www.00001114.estgweb.florist.com
(870) 932-1112
Generated by Teleflora's RTI Management System

SMT -- Online Statements Available!

```

<html><body>
<table width="660" border="1" cellspacing="0" cellpadding="0"
align="center"
bordercolor="#999999">
</td></tr>
<tr><td>
<table width="648" border="0" cellspacing="2" cellpadding="2"
align="right" >
<img src=
"{LOGO}"
align="left"><br><br>
<tr><td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size
="4"><strong><i>Simplified and Improved: your Flower Shop Account
Online.</i><br>
</strong></font></td></tr>
<tr><td>
<br><br>{SOLDNAME},<br>
We are proud to say that we now can provide your account statement online!
By switching to our online statement, you can easily track up to six
months of billing with statements and invoice copies available from
anywhere!<br><br>
Feel free to contact our shop by phone at {PHONE} or via <a href="mailto:
{EMAIL}?subject=Online Billing">Email</a> and let us know if
you would prefer paper or online billing -- or both!
<br>
<br><br>Sincerely,<br><br>{SHOP}</td>
<br> <tr><td align="right">
<br /></td></tr>
<td colspan="3"><p align="center"><font style="font-family:Arial,
Helvetica, sans-serif" size="1"> <br />
{SHOP}<br>
{SHOPADDR}<br>
{SHOPCITY},{SHOPST} {SHOPZIP}<br>
{SHOPURL}<br>{PHONE}</font> <br />
<font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF66
33">Generated by Teleflora's RTI Management System</font></p></td>
</table>
<span style="padding: 0px;"></span>
</body>
</html>

```

Figure 7 - Using this direct mail form in correlation with the Action Queue can help you convert customers to online statements, saving you the cost of labor, postage, and supplies used in mailing paper statements and invoices. Any customer with an email address on file can automatically get an extra email when an order is placed on their account. Online statements have been available in RTI with an eFlorist website since version 14.3 (systems are now on 14.7).



Simplified and Improved: your Flower Shop Account Online.

JOHN DOE,

We are proud to say that we now can provide your account statement online! By switching to our online statement, you can easily track up to six months of billing with statements and invoice copies available from anywhere!

Feel free to contact our shop by phone at (870) 932-1112 or via [Email](#) and let us know if you would prefer paper or online billing -- or both!

Sincerely,

RTI FLOWERS TEST SHOP

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR 72454
www.00001114.esigweb.efflorist.com
(870) 932-1112

Generated by Teleflora's RTI Management System

SYM -- Your Sympathy Order

[illegible]

[illegible]

```

        <td colspan="4"><p><br />
            <font style="font-family:Arial, Helvetica, sans-serif"
size="2">Thank you for using {SHOP}!<br />
<br /> Questions?
<! Track your order at any time on our site with this <a href=
"{SHOPURL}/CheckOrderStatus.asp?CheckMyOrderStatusOrderID={ORDERNO}"
title="Your
    Order"><! link.</a> <br />
<br />You may contact us directly at {PHONE} with your order number,
{ORDERNO}, or via
<a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a></font>
</p></td></tr>
    <td colspan="3"><p align="center"><font style="font-family:Arial,
Helvetica, sans-serif" size="1"> <br />
        {SHOP}<br>
        {SHOPADDR}<br>
        {SHOPCITY},{SHOPST} {SHOPZIP}<br>
        {SHOPURL}<br>{PHONE}</font> <br />
        <font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF66
33">Generated by Teleflora's RTI Management System</font></p></td>
</table>
<span style="padding: 0px;"></span>
</body>
</html>

```



In Sympathy

We are truly sorry for your loss. Please accept our sincere condolences.

Thank you for trusting us to convey your feelings through a gift of beautiful flowers. We promise to handle your order with the respect and reverence that this occasion requires.

Sincerely,
RTI FLOWERS TEST SHOP

Invoice Number: 00000272
Order Date: 11/27/2012
Delivery Date: 11/27/2012

Customer Information

Account Number: 00000105
Name: JOHN DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Recipient Information

Name: JANE DOE
Address: 101 E MAIN ST
City: PARAGOULD State: AR Zip: 72450

Product Information

1 www.myteleflora.com/pos-recipe-
page.aspx \$52.95
?p=93679 12 Orange Roses
1 Outgoing Second Choice
\$.00

Thinking Of You

Subtotal:	\$52.95
Merchandise:	\$52.95
Discount:	\$.00
Delivery Charge:	\$.00
Relay Charge:	\$.00
Service Charge:	\$.00
Tax:	\$.00
Total:	\$52.95

Thank you for using RTI FLOWERS TEST SHOP!

Questions?

You may contact us directly at (870) 932-1112 with your order number, 00000272, or via [Email](#).

RTI FLOWERS TEST SHOP
3309 E KINGSHIGHWAY
PARAGOULD, AR 72450
www.00001114.esigweb.florist.com
(870) 932-1112
Generated by Teleflora's RTI Management System

TAG -- We could not place your order

```

<html><body>
<table width="660" border="1" cellspacing="0" cellpadding="0"
align="center"
bordercolor="#999999"><tr><td>
<table width="648" border="0" cellspacing="2" cellpadding="2"
align="center">
<img src=
"{LOGO}"
align="left"><font face="Times New Roman" color="#CC66FF" size="6">
<p align="right">Delivery Update!</font>
</td><p align="left"> {SOLDNAME}<br><br>
Thank you for your recent order. We just wanted to let you know that we
have
attempted delivery for the order you placed with us for the recipient
below. We
&nbsp;have left a notice with them and will coordinate a re-delivery after
we have been contacted.<br></p></tr>
<tr><td><p align="left">
{RECPNAME}<br>{RECPATTN}<br>{RECPADDR1}<br>{RECPADDR2}<br>{RECPCITY}<br>
Again, thank you<br><br>{SHOP}<br><br> <tr><td align="left">
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
<! Track your order at any time on our site with this
<a href=
"{SHOPURL}?CheckMyOrderStatusOrderID={ORDERNO}"
" title="Your Order "><! link.</A>
<br><br>You may also contact our shop at {PHONE} with your order number,
{ORDERNO}, or via
<a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a>
</td></tr></font><br><br>
<tr><td>
<p align="center"><font face="Arial" size="1">
<br><br>
{SHOP}<br>
{SHOPADDR}<br>
{SHOPCITY},{SHOPST} {SHOPZIP}<br>
{SHOPURL}<br>{PHONE}
<br><font face="Arial" size="0" color="#99CCCC">
Generated by Teleflora's RTI Management System</font>
</p></table>
<span style="padding: 0px;"></span>
</body>
</html>

```

	Delivery Update!
JOHN DOE	
Thank you for your recent order. We just wanted to let you know that we have attempted delivery for the order you placed with us for the recipient below. We have left a notice with them and will coordinate a re-delivery after we have been contacted.	
JANE DOE	
101 E MAIN ST	
PARAGOULD	
Again, thank you	
RTI FLOWERS TEST SHOP	
You may also contact our shop at (870) 932-1112 with your order number , 00000272, or via Email .	
RTI FLOWERS TEST SHOP 3309 E KINGSHIGHWAY PARAGOULD, AR 72455-0000 www.00001114.esigweb.florist.com (870) 932-1112 Generated by Teleflora's RTI Management System	

WOC -- {SHOP} ORDER FOR {RECPNAME}

[illegible]

```

<font face="Courier New" size="2">
<br>{PRODUCT}<br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="2">
{CARD}<br><br></td></tr>
<tr><td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2"><strong>Subtotal:&nbsp;</strong><br><br>
<strong> Merchandise:&nbsp;</strong><br>
<strong> Discount:&nbsp;</strong><br>
<strong>Delivery Charge:&nbsp;</strong><br>
<strong> Relay Charge:&nbsp;</strong><br>
<strong>Service Charge:&nbsp;</strong><br>
<strong>Tax:&nbsp;</strong></font><br><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">
<strong>Total:&nbsp;</strong><br></td>
<td align="right"><font face="Verdana, Arial, Helvetica, sans-serif"
size="2">{OMERCH}<br><br>{OMERCH}<br>{ODISCOUNT}<br>{ODELIVERY}<br>
{ORELAY}<br>{OSERVICE}<br>{OTAX}</font><br>
<font face="Verdana, Arial, Helvetica, sans-serif" size="3">
{OTOTAL}<br></td></tr>
<tr><td><br><font face="Verdana, Arial, Helvetica, sans-serif"size="2">
Thank you for using {SHOP}<br />
<br /> Questions?
<!-- Track your order at any time on our site with this <a href=
"{SHOPURL}/CheckOrderStatus.asp?CheckMyOrderStatusOrderID={ORDERNO}"
title="Your Order"><!-- link.</a> <br /><br />
You may contact us directly at {PHONE} with your order number, {ORDERNO},
or via
<a href="mailto: {EMAIL}?subject=Order: {ORDERNO}">Email.</a></font>
</p></td>
</tr>
<td colspan="3"><p align="center"><font style="font-family:Arial,
Helvetica, sans-serif" size="1"> <br />
{SHOP}<br>
{SHOPADDR}<br>
{SHOPCITY},{SHOPST} {SHOPZIP}<br>
{SHOPURL}<br>{PHONE}</font> <br />
<font style="font-family:Arial, Helvetica, sans-serif" size="0"
color="#FF6633">Generated by Teleflora's RTI Management
System</font></p></td>
</table><span style="padding: 0px;"></span>
</body>
</html>

```