



### SellPOS.com Fold-Out Mailer

Client: SellPOS.com  
Agency: Wencel/Hess  
Media: Die-Cut Fold-Out Direct Mail  
Audience: Retailers  
Message: Repair or Replace Old POS Systems with SellPOS.com.

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#### Cover:

"Try the Internet's premier Retail System Hardware auction site...  
... and receive [incentive]!"

#### Unfold 1 left:

["Buy" image]

#### Unfold 1 right:

"Use our online Trading Exchange...  
... and receive [incentive]."

"SellPOS.com makes it simple to purchase used and refurbished POS hardware at affordable prices with our quick, easy-to-use, and robust auction technology.  
With custom features and over 8,000 items in stock, this is the ultimate POS auction site. SellPOS.com also allows companies like yours to liquidate excess POS equipment for the highest possible value."

"Locate the parts you need to keep an older system running, or sell your current hardware to invest in the latest technology."

#### Unfold 2 center:

"BUY – Save time, money, and effort

- **Find what you need** with our custom search engine. You can search by category, manufacturer, model, or even description.
- **Use our FutureWatch feature**, which automatically e-mails you when an out-of-stock becomes available.
- **Place your bid**, sit back, and relax. Proxy bids will automatically advance your bid, and e-mails notify you of the auction status.
- **Pay what you want** – with over 8,000 items in stock, you're sure to find the products you need at a price you like.
- **Avoid the frustration** of hard-to-use auction sites, hard-to-reach salespeople, and hard-to-read ads."

"SELL – Liquidate inventory liabilities

- **Get top dollar** for your excess, used, or unsaleable POS equipment! Just complete one simple online form.
- **Make space** for cutting-edge equipment, more product, or room to stretch."

#### Unfold 2 right:

["Sell" image]

#### Unfold 3 top:

["And Grow" image]

**Unfold 3 bottom:**

“AND GROW – Keep up with your company’s needs

- **Upgrade gradually.** SellPOS.com offers a variety of equipment, from the essential to the high-tech. Many items are stocked in volume, helping you keep things simple by building identical systems for your whole business.
- **Change your profile** as your business changes. SellPOS.com makes it easy to alter or add information when your company moves or your interests change.
- **Read the news!** SellPOS.com offers press releases and a live news wire feed with the latest industry-related information.”

**Unfold 4 center:**

“Sign up today...

... and receive [incentive]

To see color photos of the items, place bids, and use the FutureWatch function, you must create a member sign-in. It’s fast, easy, and free. Just follow these simple steps:

1. Go to [www.sellpos.com](http://www.sellpos.com)
2. Click on “NEW MEMBER SIGN-UP.”
3. Fill out the questionnaire and click the “Sign Up” button at the bottom.

**Unfold 4 bottom:**

“In order to receive your [incentive] you must [steps to receive incentive].”