

- Modern Technology
- Highly Secure
- Customer Friendly

IMPACT[®]

ALL-METAL
IMPACT
CONSTRUCTION



FINALLY, A NEWSRACK THAT BELONGS IN THE 21ST CENTURY

- ★ **Paper Display** - **IMPACT** presents the newspaper to the customer at reading level.
- ★ **Branding** - **IMPACT** makes a major statement about the newspaper brand. Bold, impressive, modern.
- ★ **Acceptance** - **IMPACT** is so attractive that it will open up new opportunities for product placement.
- ★ **Advertising Value** - **IMPACT** is a mini-billboard. Co-op branding or commercial advertising can open up new ad revenue sources.

IMPACT - A NEWSRACK FOR ALL REASONS

- ☀ *Models for Tabloid or Broadsheet*
- ☀ *Handles all domestic coins and most foreign coinage*
- ☀ *Card-Trak ready for credit card sales*
- ☀ *Free-vend models for strong presence*
- ☀ *Unparalleled branding and advertising space*



IMPACT Qty w/CoinWIZARD[®] w/DataWIZARD[®] 3-Side Vinyl Wrap*

1-8	\$650.00	\$670.00	+\$225.00
9-56	\$635.00	\$655.00	+\$225.00
57-112	\$620.00	\$640.00	+\$225.00
112+	\$595.00	\$625.00	+\$225.00

- Large orders - allow 10-12 weeks. 5 wk QuickShip[™] -- add'l \$20.00 ea.
- Free Vend versions available at lower prices. Contact us for more info.

*Add \$95.00 for a 4th back panel. One-time set-up charge of \$99.00 applied per graphic design.

For more information, go to www.bellatrix.com

COIN WIZARDS®
**ST-110
Combo Mech™**

Retrofits to replace old “stacker-style” mechanical mechs and will accept any coin combination.

**ST-215
CrossDetect™**
**Card-Trak Compatible*

Replaces complicated “totalizer-style” mechanical coin mechs; comes with self-adjusting door tongue.

**ST-511
CrossDetect™**
**Card-Trak Compatible*

Ultra-sophisticated electronic coin mechanism that is a component of the IMPACT® newsrack.


COIN WIZARD Product Features

- 3 tier pricing with keyswitch or ComLink
- Slug Detect (USA)
- Six (6) year battery warranty
- One (1) year product warranty

Qty (24/case)	ST-110	Qty (15/case)	ST-211	Qty (16/case)	ST-511
1 - 72	\$167.00	1 - 45	\$180.00	1 - 112	\$186.00*
73 - 240	\$164.00	46 - 255	\$175.00	* Price includes only the ST-511, not keyswitch or coin return button	
241+	\$161.00	256+	\$170.00		

**Economical
Alternatives**

e-mech™ . . . an economical “stacker” replacement **\$99.95**
**Card-Trak Compatible*

e-mech and plus-mech features

- Two (2) tier pricing, no keyswitch, no wand -- works with special tokens
- Two (2) sets of tokens (for price change) provided with first six units
- Three (3) year battery life with single 2/3 AA battery
- Six (6) month product warranty

plus-mech™ . . replacement for mechanical “totalizer” mechs **\$129.00**
**Card-Trak Compatible*


MAGIC™ System


RouteWand™ . . .
control & entry wand

\$99.95

MAGIC is the modern way to service newsracks. Sets and changes prices electronically. Automatically unlocks loading door and sets daily/sunday/special prices. Eliminates weather problems and key control issues.

ComLink™ . . . **\$15.50**

Replaces keyswitch -- just a touch from the Route Wizard opens rack and sets price

PriceMaster/MTS™ . . .

-- reprograms Route Wand prices **\$620.00**



ACCESSORIES

Lithium Battery Prices

Qty	Price Per Unit
1 - 30	\$16.95
31 - 60	\$16.50
61+	\$15.95



LITHIUM "D" CELL ... a powerful Lithium battery designed for use in all COIN WIZARDS and DATA WIZARDS. All of our Lithium batteries have been approved for use by Underwriters Laboratory (UL). Batteries are supplied with a connector cable and tie wraps.

3 Position KEYSWITCH ...



\$15.50

Replacement switch includes cables, switch and spring clip fastener for installation.



\$55.00

REED SWITCH TESTER ... designed for use in rack repair shops, each Reed Switch Tester is suitable for use with specific COIN WIZARD and DATA WIZARD products.

BATTERY LOAD TESTER ... indicates if battery is capable of providing the necessary current to operate the mechanism. Includes digital multimeter.



\$87.50

Programmable Price-Set WAND™ .. a multi-price Wand suitable for use in the newsrack maintenance departments.



\$399.00



\$210.00

OUTDOOR Price-Set Wand... For COIN WIZARD mechanisms, used to re-program existing newsrack prices or to set new prices in the field.

OUTDOOR Price-Set Wand Rental Program

Quantities of Price-Set wands are available to rent to implement price changes. **The cost is \$10.00 per day per wand, with a minimum five day rental period.** The five day period begins upon delivery of the unit(s) to the customer and terminates on the day the wand(s) are shipped back to Bellatrix.

SINGLE-TRAK® System

SC-2000™ Data Management Software

SC-2000S™ ... \$15,000 + Annual fee.. \$2,100 (small system, <156 outlets)

SC-2000M™ ... \$20,000 + Annual fee.. \$3,200 (mid system, 156-395 outlets)

SC-2000+™ ... \$35,000 + Annual fee.. \$4,500 (large system, >395 outlets) plus \$1.00/outlet >396

Note: there may be additional costs for extra editions, collection reporting and AUTODRAW™

SINGLE-TRAK® -- the most comprehensive electronic data acquisition and management system for single-copy available. Tracks time of sale, time of service & recovery, sellout time, monies deposited, and more. Provides comprehensive reporting, draw projection and control capabilities to maximize efficiency and increase sales.

SuperWand™



\$795.00

Buffer Box



Standard ... \$1,495
Modem \$1,695



ST-100

ST-205

ST-501

DATA WIZARD™ Pricing

Qty	ST-100	Qty	ST-205	Qty	ST-501
1 - 480	\$187.00	1 - 525	\$199.00	All	\$202.00
481+	\$183.00	526+	\$196.00		

SERVICE
RAPID EXCHANGE™

1. Return eligible WIZARDS freight pre-paid to Bellatrix requesting RAPID EXCHANGE.
2. Only qualified WIZARDS that are repairable are exchanged for a similar factory reconditioned unit equipped with the same battery that was returned.
3. All reconditioned WIZARDS are returned by ground service, prepaid and billed FOB, Bend, OR.
4. Allow 7 working days from receipt of shipment, plus shipping time, for return.
5. All mechanisms will have a sixty (60) day warranty.
6. Batteries replaced will be in addition to the base cost and warranty-prorated.

WIZARD MODEL	Rapid Exchange Price
ST-100 and ST-110	\$75.00
ST-205 and ST-215	\$78.00
ST-501 and ST-511	\$79.00

Warranty Repair

1. Customer requests the Warranty Repair service option and sends the WIZARDS freight prepaid to Bellatrix.
2. Allow 4 weeks for repairs, plus shipping time.
3. WIZARDS are returned to customer by ground service.
4. Return freight is paid by Bellatrix, FOB Bend.

Standard Repair

1. Customer requests the Standard Repair service option and sends the WIZARDS freight prepaid to Bellatrix Systems, Inc.
2. Allow 4 weeks for repairs, plus shipping time. WIZARDS are returned to the customer using FedEx ground service.
3. Products that receive the Standard Repair service are warranted against manufacturing defects for a period of 60 days following the completion of the repair service by Bellatrix.

Hourly Rate	Return Shipping
\$75.00	FedEx Ground FOB, Bend, OR

Training

Bellatrix offers both factory training and on-site training.

Factory Training -- one or two day sessions are offered upon request. Contact the company directly at 1-800-451-9753 for more information.

On-Site Training -- is offered on an "as available" basis. Cost is \$725/day, plus airfare to location. Contact the company for more information.

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jbeaudry@hamiltoncirculation.com
www.hamiltoncirculation.com

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Rak Systems, Inc.
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Fax: (336) 472-3900
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www.expertnewsrack.com

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kaskasparian@comcast.net
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BELLATRIX AUTHORIZED REPRESENTATIVES
GENERAL TERMS & CONDITIONS OF SALE

- Newsrack prices are quoted FOB, Bellatrix shipping location
- All other prices (unless noted) are FOB, Bend, OR
- All prices subject to change without notice
- Customers are responsible for payment of applicable taxes
- All orders are subject to a minimum order charge of \$20.00
- Plus handling charges, as applicable
- All prices in US Dollars

BELLATRIX SYSTEMS, Inc.
1015 SW Emkay Drive
Bend, OR 97702
Tel: (800) 451-9753; Fax: (541) 385-3277
email: frontoffice@bellatrix.com
Office Hours: 7:30am to 5:00pm Pacific Time



“The complete end-to-end solution for newspaper sales utilizing card technology.”

Card-Trak®

Newsrack sales utilizing Credit Cards are now not only a viable option, they may well become the preferred method. Here’s why:

- ★ *Easier, more customer-convenient transaction process for single-copy newspaper buyers.*
- ★ *Eliminates forever the problem of not having the correct change -- sure to boost sales, especially on Sunday.*
- ★ *Electronic credit card transactions protect your money and reduce vandalism.*
- ★ *New, more cost-effective credit card micro-transaction processing pioneered by and available from Bellatrix. (Call for details)*



The Card-Trak system is available as a retrofit for conventional newsracks with compatible electronic coin totalizers, as well as with the modern **IMPACT®** unit.

Card-Trak easily handles specialty sales, such as student cards, promotional cards or other branded card options.

Card-Trak Schedule	
Card-Trak PDA	\$750
Card-Trak Reader	\$175
Card-Trak Software	\$5,000*
On-Site Installation (USA)	\$2,500
*Corporate discounts available	
<p>Card-Trak software exceeds Payment Card Industry data security standards. The system is protected by industry approved encryption and multiple layers of password protection.</p>	



COIN WIZARD®

CARD-TRAK™

MAGIC™

SINGLE-TRAK®

e-mech™
plus-mech™

IMPACT®



**BELLATRIX
SYSTEMS**

2010 Price Guide

www.bellatrix.com



PRSRRT STD.
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**BELLATRIX
SYSTEMS**