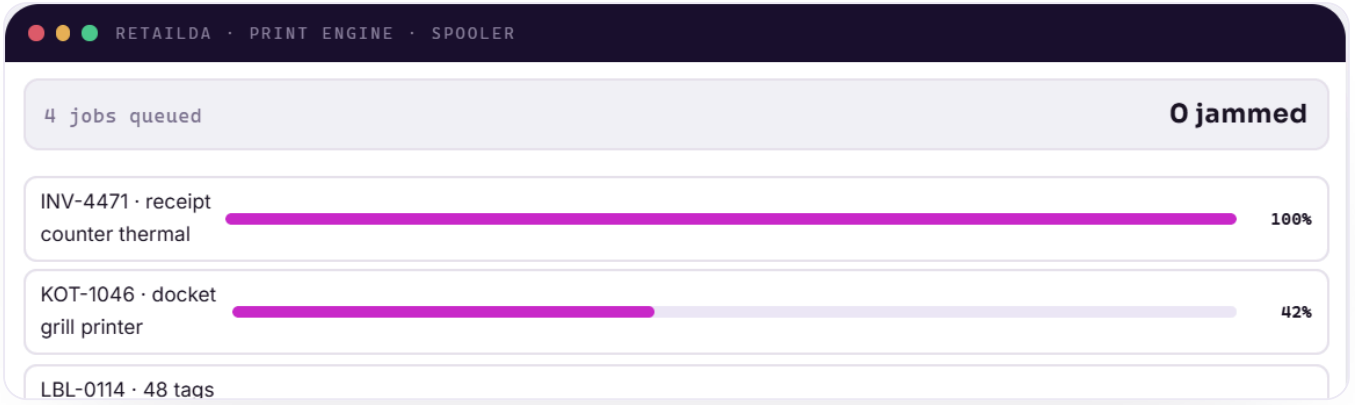
PRODUCT DATASHEET · BARCODING & LABELS

Print Engine

Thermal, roll, A4, Letter and P4, all hardware agnostic.

One print pipeline for every document the business produces — receipts, labels, invoices, kitchen tickets — routed to any printer on any interface, with receipts that can carry a scannable QR back to the order.



97
terminals live on one deployment

5 yrs
production on the original build

Air-gap
proven at defence sites

₹20L
lost in 48h — none since

WHAT IT CHANGES ON THE FLOOR

Hardware agnostic
Thermal roll, A4, Letter and label stock from one template system.

Print profiles
Receipt to the till printer, tickets to the kitchen, invoices to the office.

Failover routing
Dead printer? Jobs redirect to the next available device.

Receipt QR
A QR on the receipt links the paper back to its order — returns and warranty scan home.

Template library
Receipts, GST invoices, delivery notes and shelf-edge included.

In production since 2021 — retail, defence, education, manufacturing & hospitality

AVAILABILITY

Included from the Growth plan (₹2,999/site/mo yearly)

RUNS ON

Any device · offline-first · your infrastructure or ours

COMPLETE CAPABILITY SET — 8 FEATURES

- ✓ Thermal roll, A4, Letter & label stock from one pipeline
- ✓ Failover routing to the next available device
- ✓ Template library — receipts, GST invoices, delivery notes, shelf-edge
- ✓ CloudPRNT & PrintNode remote routing
- ✓ Print profiles per document type
- ✓ Receipt QR linking paper back to the order
- ✓ Offline spool — jobs queue locally, flush on reconnect
- ✓ Kitchen tickets vs customer receipts split correctly

BUILT FOR

Retail · Restaurants · Warehouse

THE ECONOMICS

	RETAILDA™	PER-SEAT SAAS PATTERN
Pricing unit	Per site — staff accounts unlimited	Per user — every hire compounds the bill
Modules	Toggle on what you need, priced like apps	Per-module add-ons stacked on per-seat tiers
Connectivity	Runs fully offline — forever, if you want	No link, no sale
Data	One database per client — export anytime	Multi-tenant pool, export rituals

How Print Engine compares

Verified against current competitor pricing and feature documentation — retailda.com/compare#print-engine

ALTERNATIVE	WHERE RETAILDA™ WINS
PrintNode / CloudPRNT	Hardware-agnostic printing is included — no per-printer subscription meter running in the background.
Direct drivers	Print profiles, failover routing and QR-linked receipts vs per-workstation driver babysitting.
POS built-ins	Kitchen tickets, customer receipts and labels route by document type — not by which USB port happened to work.

DEPLOYMENT MODELS

MODEL	WHAT IT MEANS
Shared cloud	Fastest start — provisioned, patched and monitored for you. Per-site pricing, unlimited staff.
Private cloud	Your own isolated instance — one client, one database. No multi-tenant pooling.
TolsTek Host	On-premise enterprise server — ECC memory, power-loss-protected NVMe, hardware RAID. Also runs the local AI daemons.
Air-gapped	Zero external calls, permanently — proven at defence installations where isolation is mandatory.

WORKS WITH — the platform fabric

UPI & QR · EMV terminals · ESC/POS & thermal · LoRaWAN · Zigbee · MAVLink · MCP agents · ONDC (testing) · WhatsApp Business · Excel/CSV · CloudPRNT · OTAs via channel pipeline

RUNS WITH

Barcode Studio · Label Designer

Deployment & rollout

What a Print Engine deployment actually looks like — bring this page to whoever signs off.

ROLLOUT

01 **Sandbox first**
Your catalogue, opening stock and flows run in a sandbox before anything touches production.

02 **Guided migration**
Bulk import of items, barcodes, suppliers and opening stock — Excel/CSV in one pass.

03 **Pilot site**
One counter or one site goes live first — measured against your old process, not promises.

04 **Staged rollout**
Remaining sites switch over on your schedule — staged, sandbox-first cutover.

COMMERCIAL MODEL

Pricing	Included from the Growth plan (₹2,999/site/mo yearly) — priced per site, never per user. Staff accounts are unlimited.
Ownership	Your data, your keys, your export — leave with everything. No data lock-in.
Support	Real engineers, ticket-based. Feature unlocks are toggles, not projects.

Included from the Growth plan (₹2,999/site/mo yearly)

Sign up today — retailda.com/signup · no card required to start

Talk to an engineer

E-MAIL: hello@retailda.com
CALL: +91 - 87778 40671
WHATSAPP: +91 - 94751 16711

EPSON · TSC PRINTRONIX · brother · PrintNode

RetailDA