



INTRODUCTION TO PULL TABS

TABLE OF CONTENTS

Reasons to Sell Pull Tabs	3
Popp-Opens® Pull Tabs	4
Selling More Pull Tabs	5
Commonly Used Terms	6-7
About Popp-Opens	8
Win Guard Security	9
Payout Information	10-11
Popp-Opens Security	12-13
Forged Pull Tabs	14-15
What are Seal Cards?	16-17
What is a Bingo Event Game?.....	18-19



REASONS TO SELL PULL TABS

- ▶ Predictable level of income and payout for the seller
- ▶ Pull tabs are perceived as a form of entertainment and add to social interaction within an establishment
- ▶ Extra money for a small investment...pull tabs cost pennies but generate big dollars
- ▶ Most pull tabs generate as much money as \$200-\$1,000 profit!

Where else can you make that much money in such a short period of time?

- ▶ Consumers enjoy having a variety of gaming activities to choose from, especially within the same establishment
- ▶ Gaming interests can change over time and consumers look for something new to engage them
- ▶ Play and redemption happen very quickly for pull tabs
- ▶ People enjoy playing pull tabs in a group along with the entertainment it provides
- ▶ The age that consumers report playing pull tabs for the first time is between the ages of 18-24

**25¢ & 50¢ GAMES OFFER
LONGER PLAY! MORE FUN!**

**WHICH WOULD YOU PLAY
ON A \$20 WAGER?**

MADE IN THE U.S.A.

\$130 DOLLARS

BIR

POPP-O

POPP-O!

CROWNS & BARS™
CRISS CROSS

\$1 FOLLOW THE BLUE ARROWS. ANY CARD MAY CONTAIN MULTIPLE WINNERS. \$1

BAR	BAR	4 WIN	\$125
BAR	BAR	4 WIN	\$125
BAR	BAR	4 WIN	\$125
BAR	BAR	12 WIN	\$20
BAR	BAR	113 WIN	\$5
BAR	BAR	150 WIN	\$2

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SERIAL NO. 3209

SELLING MORE PULL TABS

PRODUCT MIX IN POPP-OPENS® PULL TABS IS ABSOLUTELY CRITICAL TO THE SUCCESS OF YOUR SALES

Successful operators will ensure they offer a balanced product mix of 25¢, 50¢ and \$1.00 tickets. 25¢ and 50¢ tickets should be featured for the following reasons:

► Play for the fun of it!

A \$20 bill buys *80 quarter tickets or 40 fifty cent tickets*. Tickets with price points less than a dollar offer your customers extended play.

► Churn baby, churn

Offer some games that have lots of prizes less than \$5. Research shows your players will spend their winnings instantly.

► Let everyone have a chance

Use a variety of differently priced tickets – 25¢, 50¢, \$1.00. By offering lower and varied price points, players can play responsibly.

► Everyone loves a winner

People love to see winners and when games pay, people play.

► What's so special about being last?

Maximize your profits, customers love last sales games that offer players big wins right down to the last ticket sold.

► Variety is king

Players like to try new things! Offer new games, designs and payouts as a way of encouraging repeat business.

► Change is OK

Understand your customers and make sure you have the right product to meet their needs. You may have to try several “recipes” to get the mix just right.

► Would you like some tabs with that?

Always ask your customers if they would like to buy pull tabs with their winnings or with their change from other purchases. Place sales containers close to busy traffic areas.

► Thanks!

Always recognize customer purchases and thank them for supporting the establishment.

COMMONLY USED TERMS

BREAKOPEN: A multi-ply card, made completely from paper or paper products, with perforated break open tab or tabs. These perforated tabs cover a series of numbers or symbols which determine whether any particular ticket is a winner or non-winner. A break open is another name for a pull tab, instant bingo ticket, tear-offs, pickles, cherries, lucky 7's, peel-offs, bell jars, Nevadas or club tickets.

DEAL/BOX: The small boxes inside a case of pull tabs. The case may be packed two deals or more per case depending upon the manufacturer or the number of pull tabs in the deal. A deal is a separate game or series of pull tabs tickets with the same serial number.

TICKET FACE: The front of a pull tab ticket.

INSET: The reverse side of a ticket face that reveals the various symbol combinations when the tabs or windows are opened.

INSTANT: A game of chance also known as Popp-Opens®, a pull tab or break open where all winners are paid out instantly.

JAR TICKET: A carnival or gaming ticket printed on lightweight paper, folded and held by a strip of colored tape, containing numerals or symbols. They are usually sold in a cookie jar-like bin.

STAPLED: A term used for jar tickets when 3, 4 or 5 of them are stapled together.

LOOSE: Jar ticket product that is not stapled together in bundles.

FOLDED/BUNDLED: A group of 3, 4 or 5 jar tickets which are folded and bundled together with a strip of colored tape.

LAST SALE: A style of pull tab game in which the purchaser of the last ticket in the deal automatically wins a prize. This style of game helps sell out the entire deal because customers desire the last ticket.

SECURITY SEAL or NAFTM SEAL:

National Association of Fundraising Ticket Manufacturers. The black and yellow seal on each deal of pull tabs. This seal means that the pull tab has been produced to meet standards set by the association. If this seal is broken, the box could be tampered with and should not be sold.

COMMONLY USED TERMS

(CONTINUED)

PAYOUT: The dollars or percentage of prizes paid out to the winners of pull tabs.

PAYOUT SHEET: The sheet inside the deal box which shows the complete breakdown of each deal. The payout sheet details the prizes in a pull tab game and is turned into the state regulatory group.

PROGRESSIVE GAME: A progressive game is a seal card game with a designated jackpot that, if not won, is carried forward and added to the jackpot of the subsequent deals of the game until the jackpot is won.

PULL TAB: A pull tab is a game of chance using a folded or banded paper ticket, or a paper card with perforated break-open tabs, the face of which is covered or otherwise hidden from view to conceal a number, letter, symbol or set of numbers, letters or symbols, some of which have been designated in advance as prize winners and shall include tickets that utilize a seal card. Pull tabs are commonly known as tickets, break opens or charity game tickets.

SEAL CARD: A heavy paper card used in the play of pull tabs, jar tickets, tip boards and coin boards. A seal card is a board or placard used in conjunction with charity game tickets. It contains a seal or seals which, when removed or opened, reveal predesignated winning numbers, letters or symbols. These pull tab games include instant winners, but further the chance to win using “hold” tickets. Once the box of tickets is completely sold, the game operator opens the seal(s). The player holding the number that appears under the seal will win the indicated prize.



ABOUT POPP-OPENS®

Popp-Opens are the highest quality and most creative games across the industry! We offer a wide variety of unique ticket themes; large, easy to read, full color symbols and exciting graphic designs, all of which instantly grab the attention of the players.

Arrow is an active member of the National Association of Fundraising Ticket Manufacturers (NAFTM). NAFTM members are required to comply with exacting standards of quality and security in the production of charity game tickets. In addition, Capital Game® brand tickets feature Cash Payout® and Win Guard® protection. Cash Payout is an exclusive security feature enabling players to discover their total cash prize payout instantly. The Cash Payout number replaces a losing symbol in one of the windows of the ticket. This security feature creates instant excitement for players and eliminates payout errors. It also makes paying out cash prizes easier for the employees, thus fewer mistakes are made.

Win Guard identifies valid winning pull tab tickets in the top three payout tiers. A random 4-6 digit number appears inside the window of a winning ticket, adjacent to the winning symbols. Winners are then identified by matching this number with the appropriate number printed on the Win Guard ticket. The Win Guard ticket is placed in each deal of Capital Game Popp-Opens. The ticket's serial number matches the serial number on the deal.



WIN GUARD[®] SECURITY



The cash payout, ticket serial number and Win Guard number (on applicable tier levels) should be used to validate all winning tickets before prize payment.

PAYOUT

Lists the winning symbol combinations, the corresponding prize amounts and the number of winners in a deal of pull tabs. Each combination of winning symbols is referred to as a "tier."

SERIAL NUMBER

A unique number printed on all of the tickets in a deal.

FORM NUMBER

Manufacturer's ticket identification unique to the game and payout.

WIN GUARD

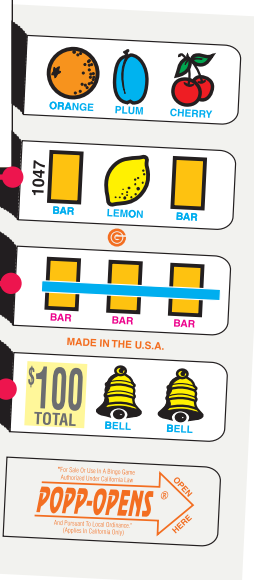
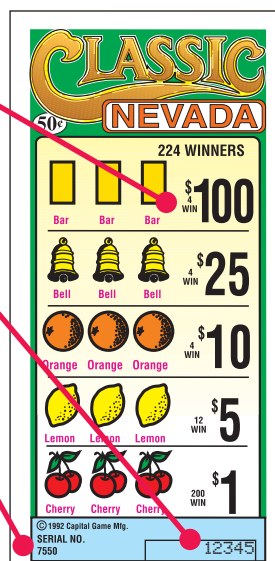
Random number printed on only the top few tiers of winners. The number is matched to a security ticket unique to the deal.

WINNING COMBINATION

Combination of symbols on winning tickets that corresponds to the tiers listed on the front of the ticket and determines the prize payout.

CASH PAY OUT[®]

Dollar amount on all winning tickets that instantly shows the total prize amount.



PAYOUT INFORMATION

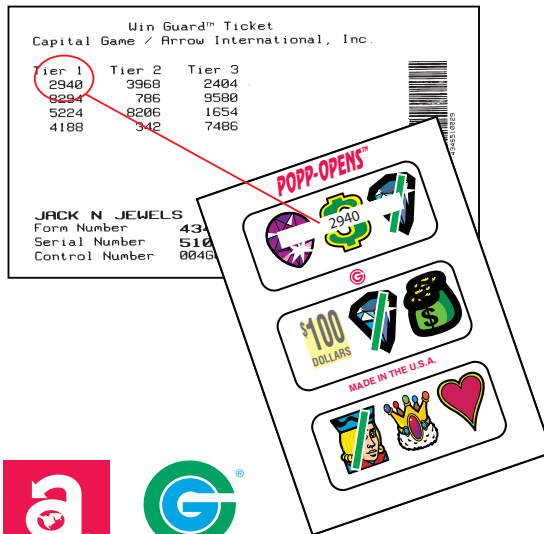
Every form number in Arrow's extensive line of pull tabs comes complete with a definite number of tickets, ideal payout and an ideal profit.

WINNING COMBINATION

Combination of symbols on winning tickets that corresponds to the tiers listed on the front of the flare and determines the prize payout.

PRIZE PAYMENT

Monetary prize payout for a winning ticket based on a specific winning combination of symbols.



PAYOUT INFORMATION

(CONTINUED)

TICKET PRICE

The price the players pay per ticket (varies per game).

FORM NUMBER

Manufacturer's ticket identification unique to the game and payout.

TICKET COUNT

The total number of tickets in the deal or set.

TOTAL MONEY

The total amount of money that would be taken in if all of the tickets were sold in the deal.

WINNERS

The number of winners at each specific payout level.

PAY OUT

The ideal payout tells the exact amount that game will pay out in prize money.

IDEAL PROFIT

The ideal profit shows the amount the game will make once all the tickets are sold and all winners are paid.

PAYBACK

Percentage paid out to players in winnings.

SETS PER CASE

How many individual deals or sets are packed into one case of tickets.

WIN RATIO

The ratio of winners per number of tickets sold. For example 1 winner per 10.7 tickets sold.

FORM 7550		50¢ per card	
2183 cards @ 50¢	\$1091.00	
PAYS OUT			
4	Winners	@ \$100.00\$400.00
4	Winners	@ \$25.00\$100.00
4	Winners	@ \$10.00\$40.00
12	Winners	@ \$5.00\$60.00
200	Winners	@ \$1.00\$200.00
PAYS OUT	\$800.00	
IDEAL PROFIT	\$291.50	
73.29% payback		Win Ratio: 1 in 9.75	
		4 sets per case	

POPP-OPENS® SECURITY

Arrow Popp-Opens are the highest quality and most secure pull tab tickets. A bar code is printed on each sheet of tickets, which is then scanned and verified 7 different times during the manufacturing process. This eliminates errors and assures correct payouts and profits.

Arrow tickets also have built-in security. Our manufacturing process prevents any potential peeking and or forging right from the start. Guaranteed profits every time!

SERIAL NUMBERS ARE LOCATED IN MANY PLACES ON EACH DEAL.
Each deal contains a unique serial number to YOUR deal and is common to all of the pieces related to that individual deal.



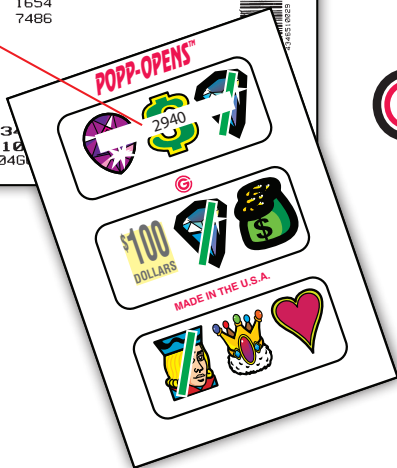
POPP-OPENS® SECURITY

(CONTINUED)

Win Guard™ Ticket
Capital Game / Arrow International, Inc.

Tier 1	Tier 2	Tier 3
2940	3968	2404
8294	786	9580
5224	8206	1654
4188	342	7486

JACK N JEWELS
Form Number 434
Serial Number 510
Control Number 0046



Win Guard™ Ticket
Capital Game / Arrow International, Inc.

Tier 1	Tier 2	Tier 3	Tier 4
57513	57537	57100	57163
57091	57721	57392	57595

ALL AMERICAN LEGENDS
Form Number 0204
Serial Number 340115
Control Number(s) 0A410H
Tier Zero(s) 57530



FORGED PULL TABS

CHARACTERISTICS TO LOOK FOR:

QUANTITY

- ▶ More winning pull tabs are redeemed than actually provided for by the deal

SYMBOLS

- ▶ Winning symbols are pieced together
- ▶ Misalignment of winning symbols in a row/column
- ▶ Misalignment of all pull tab symbols as appearing through the window
- ▶ Winning symbols are of different shades of color on the same pull tab
- ▶ Security feature(s) missing, modified or misrepresented on winning pull tab
- ▶ Configuration of all symbols on winning pull tab is not identical to the master print sheet
- ▶ Configuration of all symbols on winning pull tab duplicated when compared to other winning pull tabs
- ▶ Winning symbols are of different shades of color compared to other like winning symbols of other winning pull tabs

DIMENSIONS

- ▶ Non-standard width
- ▶ Non-standard length
- ▶ Non-standard thickness
- ▶ Untrimmed/uneven edges
- ▶ Non-guillotine edge cut
- ▶ Non-standard number of plies of paper (standard is usually 2 or 3 plies)



FORGED PULL TABS

(CONTINUED)

GLUE

- ▶ Foreign glue seeping out from the edge(s)
- ▶ Back of pull tab reglued in backward position
- ▶ Non-standard color of glue on the back edge where the tab is torn off
- ▶ Back edge of pull tab where the tab pulls off does not make a clean tear due to excessive glue
- ▶ Glue appears on the surface of the symbol side of the pull tab which had previously been covered by the original back
- ▶ Back edge of pull tab where tab pulls off does not make a clean tear due to a glued edge when the manufacturer does not glue that particular edge

SURFACE

- ▶ Frayed edges
- ▶ Surface is waffled
- ▶ Corners are separating
- ▶ Plies of paper are separating
- ▶ Incorrect game serial number
- ▶ Water soluble ink that is used to print game serial number on face of pull tabs will be partly or completely faded or washed away
- ▶ Color of trim and/or the face side of the pull tab is of a different shade of color compared to the color of trim or face side of other winning pull tabs
- ▶ Razor blade type imprints appear on the surface of the symbol side of the pull tab that had previously marked the perforated edge(s) of the window(s) relative to the original back



WHAT ARE SEAL CARDS?

Seal cards add more variety and excitement to your bingo games. Like a regular Popp-Opens® game, a seal card contains instant winners. What is different, however, is that a seal card game contains sign-up numbers that correspond to the seal card window(s), allowing for additional chances to win! And play continues until all tickets are sold!

The advantages to seal cards are numerous, such as a smaller ticket count (200 - 1,800 tickets) which allows the tickets to sell extremely fast. Also, the “seal” winner is not paid out until the entire deal is sold. Finally, there is a high playback ratio, players win often and buy more tickets!



SEAL PRIZE PAYMENT

Players hold predetermined tickets for a chance to win the seal card prize. (i.e. Red 13's or hold ticket numbers 1 - 32).

WHAT ARE SEAL CARDS?

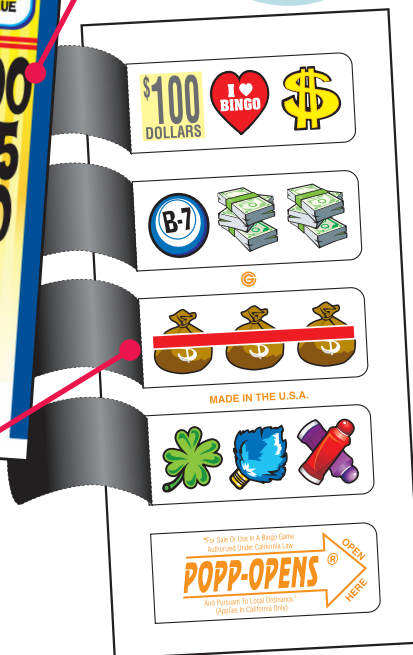
(CONTINUED)



WINNING COMBINATION
Combination of symbols on winning tickets that correspond to the tiers listed on the front of the flare and determine the prize payout.

INSTANT PRIZE PAYMENT

Monetary prize payout for a winning ticket based on a specific winning combination of symbols.



WHAT IS A BINGO EVENT GAME?

- ▶ Also called ball games, last number or dab games
- ▶ Bridges the gap between bingo and Popp-Opens®
- ▶ Excellent way to add excitement to your bingo game
- ▶ Played in a very similar manner to a seal card game
- ▶ In areas where event tickets are not defined, can be played exactly like a seal game

Each individual bingo event ticket game has a predetermined ticket count, an ideal payout and profit, instant winning tickets and a series of hold tickets. The hold tickets in a bingo event game are traditionally bingo numbers B1-075. These hold tickets are held for a larger prize that is paid out after all the tickets are sold – again similar to a seal game.

The top bingo event game winner is determined using the bingo flashboard, the last number called during a bingo game or by using the enclosed seal card. For example, if the event game has 75 hold tickets numbered B1-075 (one number per ticket), and while playing a regular bingo game the number B5 is the last number called, then the event winner would be the holder of the ticket with B5 printed on it. The operator would simply sell all the tickets in the event game, announce in which bingo game the event game will be played and announce how the event winner will be determined.



WHAT IS A BINGO EVENT GAME?

(CONTINUED)

Event games have several advantages that make them attractive to operators:

- ▶ Smaller ticket counts (usually between 200-1900 tickets) mean faster ticket sales and game turns
- ▶ The event winner is not paid out until the entire deal is sold
- ▶ Multiple sign-ups give more players an opportunity to win the large end-of-game prize
- ▶ Player excitement builds until the moment when the end-of-game winner is announced
- ▶ Combines the excitement of pull tabs and BINGO together



The different styles of event tickets offer so much added excitement to your game:

Event or last number called games:

The holder of the ticket containing the last number called in the designated bingo event game wins.

Dab games:

Event tickets with more than one bingo number on a ticket, and the winner is the player who dabs all the numbers on their ticket during the designated bingo game.

Line or horse race games:

Event tickets containing the same number combinations as the down-lines on a flashboard, ex. B1, I16, N31, G46, O61. The event winner would be the holder of the ticket with the first down-line completed in the designated bingo game.

For a complete listing of bingo event games from Arrow, please go to www.arrowinternational.com, click on Popp-Opens and then Seal Cards. You can search by event games or the specific type of event game you desire!





WWW.ARROWINTERNATIONAL.COM