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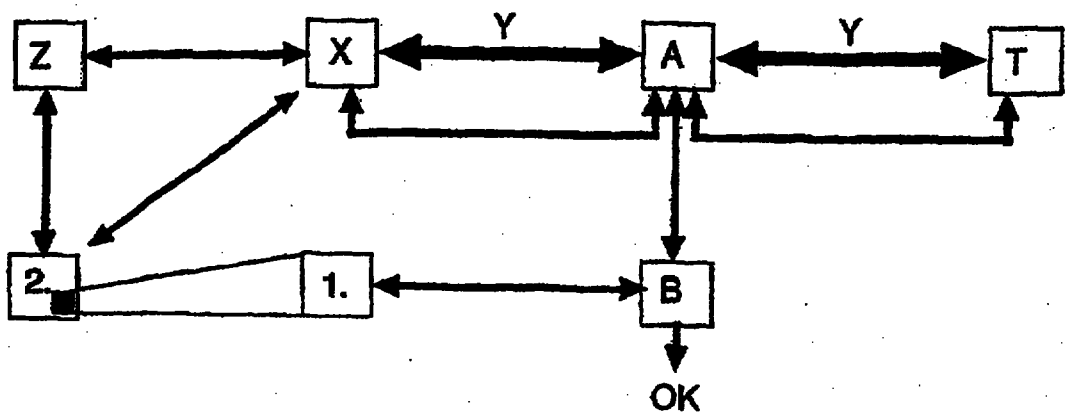
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(57) Abstract

The invention relates to a method for increasing the efficiency of trade, whereby the customer, in order to obtain a physical substitute needed for acquisition/exploitation or like of a product, service and/or like, get contact by his/her own data processing apparatus (X), such as a personal computer, a data communicator or like via open data communications (Y), such as through intranet, internet, modem or like with a server (A), whereby after getting a connection, chooses, confirms and pays the desired product, service and/or like, whereafter the server (A), after verification of personal, communications, credit information and/or like confirms correctness of the trade occasion and transmits a receipt or like to the customer giving evidence at least of validity of the trade occasion. The server (A) forms during the connection at least an identifier (1) relating to the customer and transmits the same after an accepted payment to the customer, whereafter the customer produces a physical substitute (2) comprising at least the above identifier by means of his/her own data processing apparatus (X).