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(54) Title: SYSTEM AND APPARATUS FOR DISPENSING COUPONS HAVING SELECTIVELY PRINTED BORDERS AROUND PREFERRED PRODUCTS

(57) Abstract

Apparatus and a corresponding method for creating a coupon or other like incentive in response to a transaction. A record pertaining to the details of the transaction is examined to determine whether the transaction is intended to trigger the creation of a coupon or other like incentive having a border. The non-existence of a certain detail of the transaction examined will result in creation of a coupon or other like incentive having a border. Also, the existence of a certain detail of the transaction examined will result in the creation of a coupon or other like incentive having a border. Transactions that do not trigger the creation of a coupon or other like incentive having a border may result in creation of coupons or other like incentives not having borders or in creation of a transaction receipt not having a border.