

INTRODUCTION TO

# Pull Tab Tickets



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# 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



The image shows three stacks of pull tabs on a dark background. Each stack has a white price tag on top. The first stack is labeled '20 TICKETS \$1 EACH'. The second stack is labeled '40 TICKETS 50¢ EACH'. The third stack is labeled '80 TICKETS 25¢ EACH'. The pull tabs themselves are colorful and feature various patterns and numbers.

**25¢ & 50¢ Games Offer  
Longer Play and More Fun!**

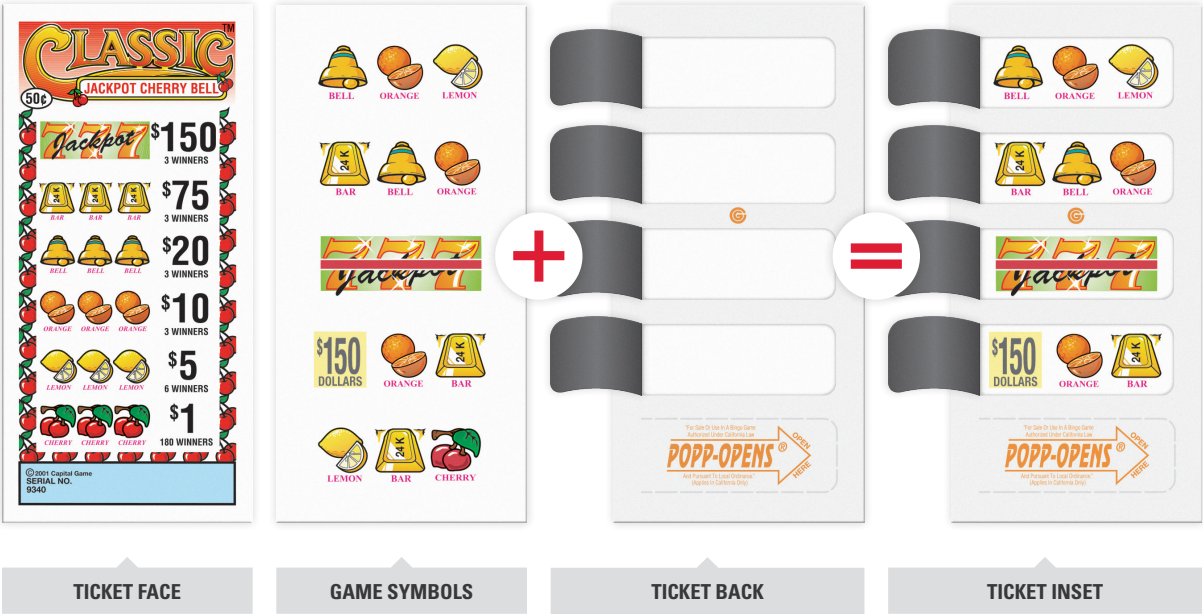
**For \$20, how many pull  
tabs would you rather play?**



# Popp-Opens® Pull Tabs

Pull tabs (also referred to as Break Opens, Nevada Tickets, Instant Bingo, Lucky 7s, Bowl Games, Cherry Bells, & Pickle Cards) are an inexpensive way to provide fun and excitement and generate a profit!

While there are many types of pull tabs and ways to play, the basic concept is simple: a player opens the perforated windows on the back of the pull tab and matches the symbols on the inside of the ticket to the winning combinations on the front of the ticket. Players with tickets containing one (or more) of the winning combinations identified on the front of the ticket win the corresponding prize amount.





# 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

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

**BREAK OPEN:** 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.

**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®

Arrow's Popp-Opens® pull tab tickets are among the most popular fundraising solutions for charitable gaming organizations and lotteries all over the world. With an average payout of 75% and guaranteed profits, Popp-Opens are a win-win for both players and organizations.

Popp-Opens are available in a wide variety of unique ticket themes with many different play styles – from classic instant win tickets like Criss-Cross™, to bingo event games featuring beloved licensed characters like Lightning Betty Boop™. And with completely customizable game artwork and prize structures, you'll always be able to offer something new & exciting!



# 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.

## WINNING COMBINATION

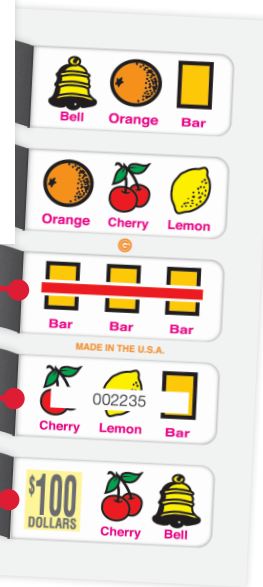
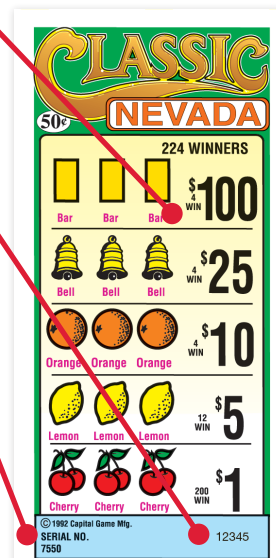
Combination of symbols on winning tickets that corresponds to the tiers listed on the front of the ticket and determines the prize payout.

## 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.

## CASH PAYOUT

The prize amount displayed on all winning tickets.







# Payout Information

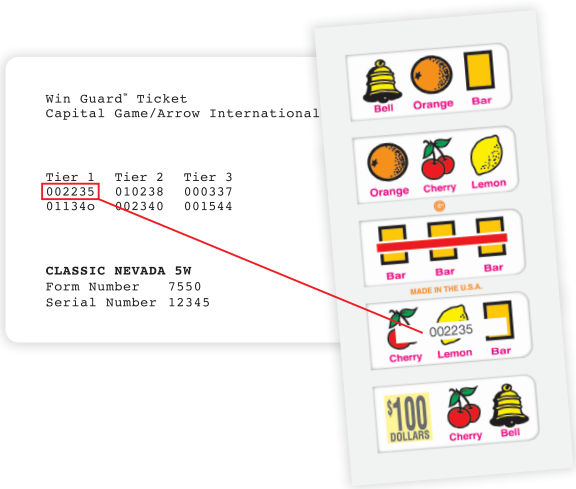
Every form number in Arrow’s extensive line of pull tabs comes complete with a definite number of tickets, an ideal payout, and an ideal profit.

## 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.



**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 #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.

<b>FORM 7550</b>		<b>50¢ per card</b>	
<b>2399 cards @ 50¢ .....</b>		<b>\$1199.50</b>	
<b>PAYS OUT</b>			
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
<b>PAYS OUT .....</b>			<b>\$800.00</b>
<b>IDEAL PROFIT .....</b>			<b>\$399.50</b>
<b>66.69% payback    Win Ratio: 1 in 10.71</b>			
<b>4 sets per case</b>			



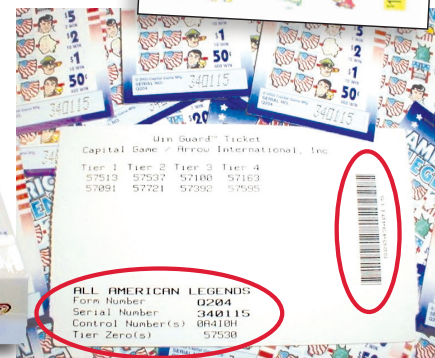
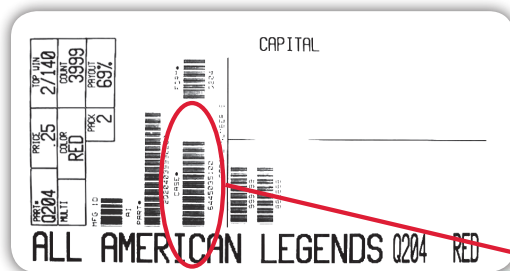
# Popp-Opens Security

Arrow Popp-Opens are the most secure pull tab tickets in the industry. 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.





As a participating member of the National Association of Fundraising Ticket Manufacturers (NAFTM), Arrow International must comply with exacting standards of quality and security in the production of our pull tab tickets. Arrow meets & exceeds these standards by closely inspecting and monitoring all pull tab tickets throughout the design, manufacturing, and packaging processes. More information regarding NAFTM is available at [naftm.org](http://naftm.org).



All pull tab tickets offered by Arrow are manufactured with multiple built-in security features, preventing potential fraud. Ticket security is continually evolving, and certain security features may vary based on location and legality.

# 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 ticket
- ▶ 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)



## 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 traditional Popp-Opens® game, a seal card games contain instant win tickets. What is different, however, is that a seal card game contains hold tickets with sign-up numbers that correspond to the seal card window(s), giving players additional chances to win larger prizes! 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 card games may offer an option to provide one large prize for a single winner or split the prize into smaller amounts for multiple winners.



### SIGN-UP HOLD TICKETS ▲

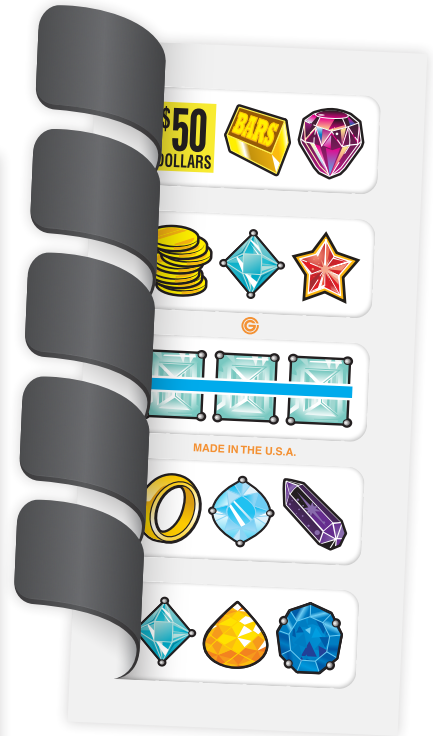
As the game is being sold, players with predetermined hold tickets (i.e. **013**, **113**, **213**...**1713**) sign their name on the seal card for a chance to win the larger seal card prize.



### TICKET FACE ▲

### ▼ INSTANT WINNERS

Seal card games include a number of instant win tickets with monetary prizes.



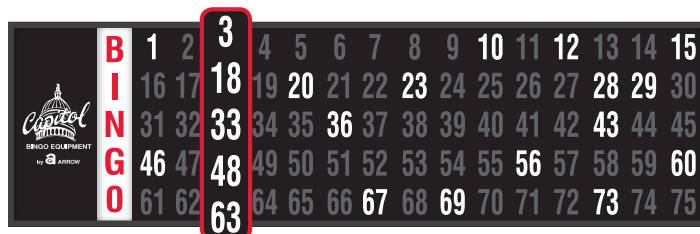


# What's a Bingo Event Game?

- ▶ 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 game has a predetermined ticket count, an ideal payout and profit, a series of hold tickets, and many deals will often include instant winning 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.



***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.

To search and browse through our full line of pull tab tickets by name, category, theme, legality and more, visit us at [arrowinternational.com](http://arrowinternational.com)






# ARROW INTERNATIONAL

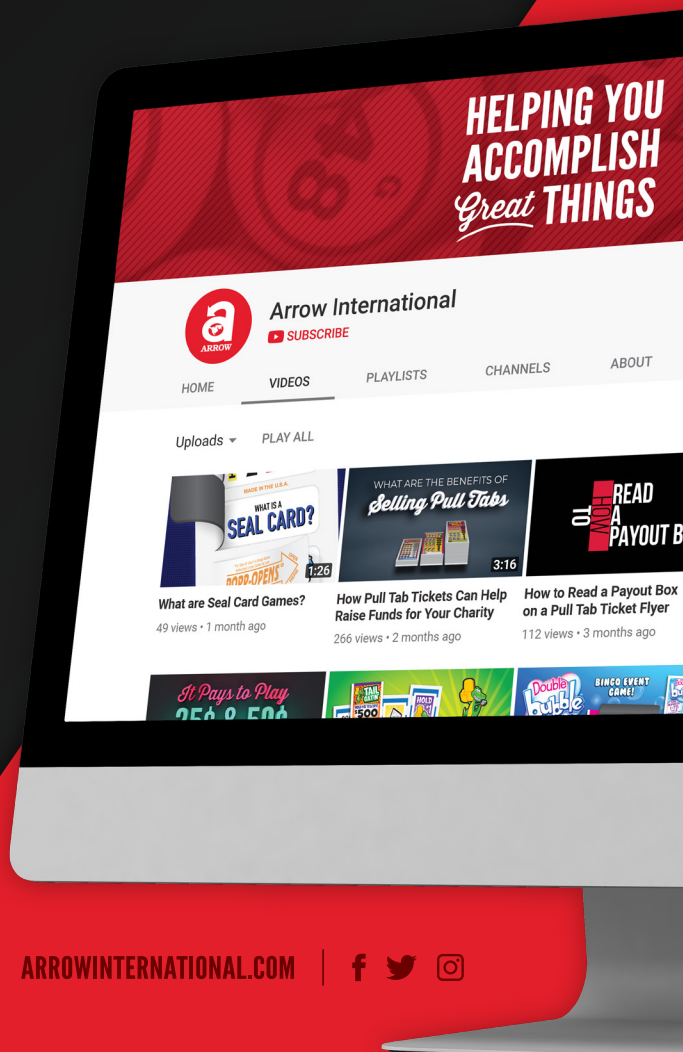
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