



# **New SnapNwin™ cards a much safer alternative to printed lottery cards**

*Canadian engineer's new invention could use magnetic bank card technology to prevent errors and fraud – and every purchaser is a winner!*

"It didn't need to happen," says Malcolm Stagg, a Canadian inventor, commenting on the Ontario Lottery & Gaming (OLG) misprinted scratch and win cards that were recently distributed. An OLG rep has confirmed that a printing error on some 1,000 scratch and win tickets was made and that the tickets were sent to retailers across the GTA. Thomas Nofall of Brampton, Ontario made national headlines when he revealed that he had purchased 4 of the bogus Fruit Smash tickets Dec. 31 of 2008, believing he'd won a total of \$135,000. He contacted an OLG official who wrongly told him he would collect his winnings despite the mistake. The OLG's policy is that if a ticket is misprinted, it's considered void and will be replaced or refunded.

The OLG subsequently issued an apology to Nofall and awarded him an undisclosed sum of money for his trouble. About 15 lotto players informed the OLG about the misprinted tickets, and officials say they believe about 150 of the void tickets were purchased before they were pulled from store shelves. This wasn't the first time the scratch and win concept had experienced problems since it was introduced just over 30 years ago.

Stagg, an engineer whose earlier career included positions as head of research and development for a number of multi-nationals before founding his own company, Oakville-based Norprint Inc., in 1997, is the creator of SnapNwin™, a Canadian invention launched last year.

Last June, his invention won first-prize in the form of a Red Ribbon Award from the Canadian Marketing Association (CMA) for best new promotion of 2008.

Ironically, a company press release sent out later that month actually stated: 'This patent-pending product was invented to overcome the issues normally associated with scratch cards. There is no need for coins, dirty fingernails or finding a flat surface to scratch on. In addition, it's inherently more secure and robust, offering a greater level of tamper evidence.'

Even earlier than that, in January of 2008, another company news release said: '...whereas scratch cards have been plagued by misuse, the SnapNwin™ card is more tamper-proof. The magnet hiding the message is too opaque for even the most intense light, pin scratches have no effect and revealing the prize splits the card which makes it evident that the card has been compromised.'

## **A fail-safe system**

"With SnapNwin, the option also exists to have a fail-safe electronic check system so someone can't be left with the impression they have won when they haven't," says Stagg. "With all the technology we have today, there is really no reason to rely on the accuracy of a printing press subject to human error."

His company has Canadian and worldwide patents pending, but so far the product has been used with great success by Adidas, Direct TV and WWE, amongst others, as a contest card.

Here's how it works. The prize message is securely hidden, can't be 'peeked at' by scratching with a needle and has none of the messy latex that you have to remove from under your fingernails. When the card is 'snapped', the removable piece is a collectible and practical magnet that can include any combination of photos or targeted promotional messages.

However, the patent also allows the option to include a unique magnetic code similar to an ATM bank

card. Not a surprising idea, when you consider that Stagg's company is also a wholesaler of magnets and other specialty items.

"We see this working like a combination vending machine and ATM, where the card is dispensed without the possibility of a store employee tampering with it," says V.P. of Sales and Marketing, Peter Reinhardt. "The machine verifies everything and then encodes and dispenses a 'cash' card which is redeemed at a bank or store, and the purchaser keeps the souvenir magnet. The souvenir could feature Canadian celebrity pictures, hockey stars, or an image of Ontario travel attractions – whatever people will want to collect," he adds.

Norprint is actively discussing the licensing of this patent with several potential manufacturers. Both Stagg and Reinhardt agree that "it's time to take advantage of 21st-century technology with lotteries. If ATM's and Blackberrys work, then why do we leave lottery fans exposed?"



Norprint Inc. CEO Malcolm Stagg (left) and Vice-President of Sales and Marketing Peter Reinhardt show off Stagg's new invention, SnapNwin™.

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