



FOR IMMEDIATE RELEASE

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The Coupon Information Corporation (CIC®) and Association of Coupon Professionals (ACP) Strongly Advocate for Industry Voluntary Best Practice of Non-Issuance of Internet Print-at-Home Coupons for Free or High Value Products

The **Coupon Information Corporation (CIC®)** and The **Association of Coupon Professionals (ACP)** express strong concern regarding recent issuances of free Internet Print-at-Home Coupons.

The **Coupon Information Corporation (CIC®)** stands by its recommendation of the voluntary best practice of not issuing Internet Print-at-Home Coupons for free products or high values. Counterfeit Internet Print-at-Home coupons illegally distributed via social media and the Dark Net are a continuing industry issue. Manufacturers that issue free product/high value Internet Print-at-Home coupons despite voluntary best practices can cause confusion to cashiers, consumers and retailers. In addition, manufacturers that issue free product/high value Internet Print-at-Home coupons, and retailers that accept them, put themselves at financial risk.

The **Association of Coupon Professionals (ACP)** also advocates voluntary best practices from its Print-at-Home Guidelines, which state: **“Free/High Value coupons** – It is highly recommended that manufacturers issuing Print-at-Home coupons do not do so as “free”. “Free” and high value coupons (those for amounts exceeding \$5 or amounts disproportionately high relative to the price of the item) have a higher risk of being counterfeited.”

Also, even consumers who try to legitimately redeem these coupons may have trouble, as most retailers’ coupon policies do not accept high value and free Print-at-Home coupons. The loyal customers and trial users that these coupons are intended to attract are likely to get refused at most major retailers and the consumer may feel uncomfortable in the exchange with the cashier.

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