# Why Merchants Use BlockReceipt – Business Explainer Section

BlockReceipt helps merchants reduce costs, streamline returns, and strengthen customer trust — all while aligning with environmental goals and future-proofing your business.

## Save Money on Every Transaction

Thermal printers, paper rolls, ink, and maintenance cost merchants thousands annually.

BlockReceipt lets you offer a digital receipt without printing anything.

- Minting a digital receipt on Polygon or Base costs < $0.005

- Eliminate printer jams, service contracts, and reprints

- Free up staff time currently spent on receipt issues

## Reduce Returns Headaches

With BlockReceipt, customers can return items more easily — and you have verifiable proof of purchase on-chain.

- Fewer disputes over lost/damaged receipts

- Reduced fraud from fake returns

- Shorter return lines and less conflict for staff

## Boost Brand Reputation with Gen Z and Millennials

Younger customers want digital-first, eco-conscious brands.

BlockReceipt positions your business as a tech-forward, privacy-respecting leader.

- Appeal to modern consumer values

- Offer optional branded or collectible receipts

- Create buzz through limited NFT receipt designs

## Hit Your ESG Goals with Measurable Impact

Thermal receipt paper isn’t recyclable and contributes heavily to waste.

BlockReceipt helps you:

- Track CO₂ savings by receipt volume

- Report sustainability metrics for internal and public reports

- Earn PR and CSR points through innovation

## Privacy-Preserving Customer Engagement

Use Threshold PRE and encrypted metadata sharing to unlock smarter targeting — only with user permission.

- Access real post-sale behavior (if opted-in)

- Deliver more relevant offers and rewards

- Build trust by giving users control over their data

## No Disruption to Your Existing POS

BlockReceipt integrates as an optional output — like print or email.

- Minimal training required

- No changes to core payment flows

- Flexible rollout per location or region

## Easy Pilot. Big Upside.

Start with 3–5 stores. Track:

- Receipts printed vs. BlockReceipts minted

- Cost savings and environmental stats

- Customer reaction and staff feedback

We provide the software, setup support, and dashboards.

Offer better receipts. Save money. Connect with customers.  
  
BlockReceipt isn’t just more modern — it’s smarter business.