

# Striker Service Reminder System

## User Manual

Version 3.5  
Updated: 1/2016

Striker III



Striker Pro





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## Introduction

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Congratulations, and thank you for purchasing the Striker Reminder Sticker Printing System. With Striker, you will be able to market your services, and retain your customers, by simply printing a Service Reminder Sticker. Take advantage of the 9 Service Reminder templates available; the easiest way to keep your customers coming back, and increasing your profits!

Remember—no customer should leave your shop without a Service Reminder Sticker! Whether their next service is a tire rotation, transmission flush, tune-up, or battery replacement, your sticker in their windshield or on the door jamb is like having your business card in your customer's line-of-sight every time they drive their car!

## Specifications

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Dimensions:	11.34" L x 9.13" W x 6.14" H
Operating Conditions:	41°-104° F (5°-40° C)
Storage Conditions:	-40°-140° F (-40°-60° C)
Resolution:	203 DPI
AC Input:	100 - 240V Power Supply
DC Output:	24V 2A (external adaptor)
Connections:	Striker Keypad, USB, LPT
Label Size:	2.5" wide by 1.5" high



## Warranty

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Cobra Systems will warranty all company name brand printers for the lifetime of each product against manufacturer's defects in materials and workmanship, including The Striker III, and Striker PRO. Please visit our website, [reminderstickers.com](http://reminderstickers.com), for full warranty details.

## Support

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Please call 877-219-3222 for Striker Support or Technical Assistance, or your local oil parts distributor.

## Out of the Box

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The Striker III, or Striker PRO, Reminder Sticker Printing System includes:

1. Striker Printer
2. Striker Key Pad
3. DC Power Supply
4. AC Power Cord
5. Striker Label Spindle with 2 Guides
6. Two (2) Striker Ink Spindles with one (1) take-up core

## Striker Quick Start



1. Load Striker Reminder Stickers



2. Load Striker Ink Rolls



3. Clamp down ink carriage as shown



4. Close the Striker cover



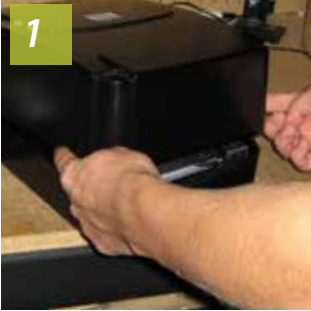




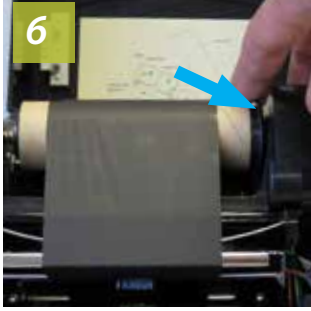

5. Connect the Striker Keypad to the printer



6. Connect power supply cord to printer; connect cord to SURGE PROTECTOR (not supplied, and not a "power strip". This will help protect your printer from power surges and program failures).

**NOTE: Always have the Striker Printer cover closed when powering on.**

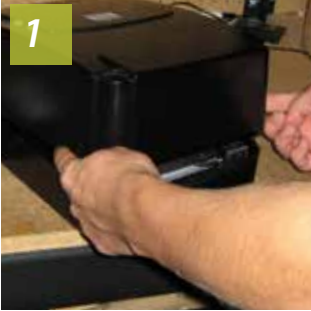





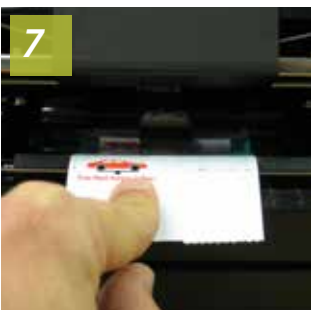

## Loading Striker Ink Rolls

	<p><b>1</b></p> <p>TURN OFF printer; open cover by pressing in on round Green tabs on either side of printer.</p>		<p><b>2</b></p> <p>Release the ink carriage by gently pulling up on the green lever.</p>
	<p><b>3</b></p> <p>Load rear spindle with ink ribbon, from left to right; make sure collared end of spindle is on the right.</p>		<p><b>4</b></p> <p>Load take-up spindle, from left to right; make sure collared end of spindle is on the right.</p>
	<p><b>5</b></p> <p>Feed ribbon, back to front, under the print head, taping securely to the take-up spindle. Dull side of ribbon will show.</p>		<p><b>6</b></p> <p>Make sure spindle positions are as shown with larger, collared end on the right.</p>
	<p><b>7</b></p> <p>Gently hand-tighten spindles, taking up slack in ribbon.</p>		<p><b>8</b></p> <p>Close cover—you're ready to load your Reminder Stickers!</p>

(Save the empty ink ribbon's core to use with your next replacement ribbon, or reuse the take-up spindle core by removing the used ribbon.)

**NOTE:** Always have the Striker Printer cover closed when powering on.

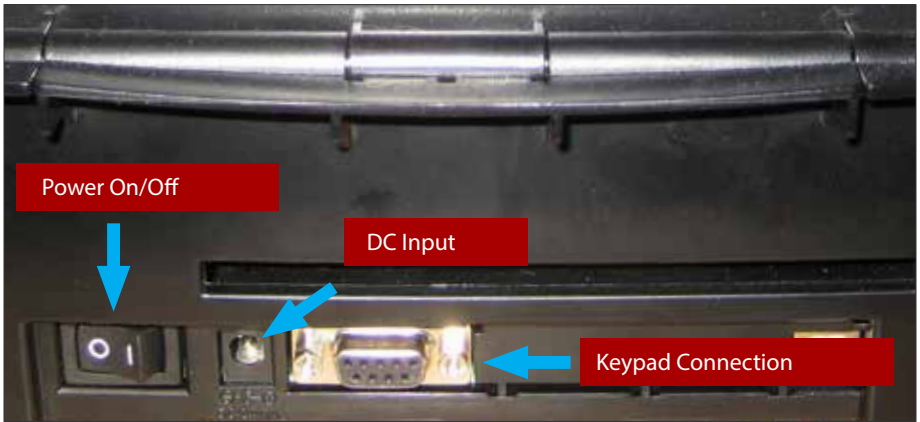
## Loading Striker Labels

	<p><b>1</b></p> <p>TURN OFF printer; open cover by pressing in on round white tabs on either side of printer.</p>		<p><b>2</b></p> <p>Release the ink carriage by gently pulling up on the green lever.</p>
	<p><b>3</b></p> <p>Load the Reminder Stickers onto the spindle, making sure the guides are centered.</p>		<p><b>4</b></p> <p>Slide the roll of stickers onto the sticker spindle; line-up spindle guides with spindle slots and place in printer.</p>
	<p><b>5</b></p> <p>Guide the stickers through the printer, under and through the centered green guides.</p>		<p><b>6</b></p> <p>Make sure the stickers travel under the green print sensor.</p>
	<p><b>7</b></p> <p>Gently pull the stickers through the printer so at least one is coming out of the printer.</p>		<p><b>8</b></p> <p>Press ink carriage down, back into printer, close printer cover—you're ready to start printing!</p>

**NOTE:** Make sure both sides of the ink carriage are latched. Always have the Striker Printer cover closed when powering on.



## Striker Printer Rear Panel



### Connecting The Striker Keypad

Making sure power is OFF, connect the Striker Key Pad to the back of the Striker Printer using the supplied RS232 power supply cord, as shown at right.



### Powering On/Off

Making sure power is OFF, connect the DC cord to the back of the Striker Printer, then connect the power cord to the DC converter.

Always plug your Striker Printer into a SURGE PROTECTOR (not a power strip) to help protect your system from power surges and possibly voiding your warranty.



Power your Striker Printer on and off with the toggle switch located on the right rear of the printer. If you need to restart the printer, please wait 10 seconds before turning it back on.





1)  **Market Your Shop**  
1234 Smart Street  
Your City, CA 12345  
(800) 262-7298

Your Next Service is Due:

**Return Mileage: 100000**  
**Return Date: 12/12/09**  
**Grade: 5W30**

We Thank You For Your Business  
Please Be Sure To Drive Safely!

2)  **Market Your Shop**  
1234 Smart Street  
Your City, CA 12345  
(800) 262-7298

Your Next Service is Due:

**Return Mileage: 100000**  
**Return Date: 12/12/09**  
**Grade: SYN5W30**

We Thank You For Your Business  
Please Be Sure To Drive Safely!

4)  **Market Your Shop**  
1234 Smart Street  
Your City, CA 12345  
(800) 262-7298

Your Next Service is Due:

**Tire Rotation:**

**Return Mileage: 100000**  
**Return Date: 12/12/09**

We Thank You For Your Business!  
Please Be Sure To Drive Safely!

7)  **Market Your Shop**  
1234 Smart Street  
Your City, CA 12345  
(800) 262-7298

Your Next Service is Due:

**Return Mileage: 100000**  
**Return Date: 12/12/09**  
**Grade: 5W30**

Receive \$3.00 Off!  
Discount When Return Within  
500 Miles of Mileage Above

8)  **Market Your Shop**  
1234 Smart Street  
Your City, CA 12345  
(800) 262-7298

Your Next Service is Due:

**Service: Trans Flush**  
**Return Mileage: 100000**  
**Return Date: 12/12/09**

We Thank You For Your Business  
Please Be Sure To Drive Safely!

- 1) Standard Label:  
Automatically prints suggested return mileage and month for next service.\*
- 2) Synthetic Label:  
Automatically prints suggested return mileage and month for next service.\*
- 3) Custom Label:  
Perfect for diesel service or custom mileage and month intervals.
- 4) Tire Rotation:  
Automatically calculates return mileage and month for next tire rotation.\*
- 5) Standard Label with Discount Coupon:  
Automatically prints suggested return mileage and month for next service; includes a Discount Coupon if service performed within 500 miles of suggested return mileage.
- 6) Synthetic Label with Discount Coupon:  
Automatically prints suggested return mileage and month for next service; includes a Discount Coupon if service performed within 500 miles of suggested return mileage.
- 7) Custom Label with Discount Coupon:  
Automatically prints suggested return mileage and month for next service; includes a Discount Coupon if service performed within 500 miles of suggested return mileage.
- 8) Service Label:  
Customized service reminder for tune-up, tire rotation, etc., including return mileage, and date for return service.\*
- 9) Service Label with Discount Coupon:  
Customized service reminder for tune-up, tire rotation, etc., including return mileage, and date for return service, and a Discount Coupon if service performed within 500 miles of suggested return mileage.

\*Templates 1, 2, 4, and 8 include an optional customer message, Have a nice day, or create your own custom message.

## Striker Key Pad Menu

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When your Striker Printer is powered on, the first key pad prompt will read "PRINT REMINDER STICKER, PRESS ENTER". Use the arrow keys on the key pad to easily navigate through the menus. Listed on the following pages is navigation of the key pad prompts to help guide you through the Striker templates and customized settings.

- A.
- 1. **PRINT REMINDER STICKER  
PRESS ENTER**
  - 2. **STANDARD LABEL**
  - 3. **SYNTHETIC LABEL**
  - 4. **CUSTOM LABEL**
  - 5. **TIRE ROTATION LABEL**
  - 6. **SERVICE LABEL**
  - 7. **STANDARD LABEL  
WITH DISCOUNT**
  - 8. **SYNTHETIC LABEL  
WITH DISCOUNT**
  - 9. **CUSTOM LABEL  
WITH DISCOUNT**
  - 10. **SERVICE LABEL  
WITH DISCOUNT**
  - 11. **EXIT**

## Striker Keypad Menu: Accessing your company's information

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From the Print Reminder Sticker/main menu prompt, press the down arrow one time to display "STRIKER SETTINGS". Press ENTER one time to access "COMPANY INFORMATION"; enter company name. Press ENTER after each field is completed. Press ALT & EXIT to go back to main menu/PRINT REMINDER STICKER.



B. **STRIKER SETTINGS**  
**PRESS ENTER**

1. **COMPANY INFORMATION**  
**PRESS ENTER**

a. **Enter Company:**

b. **Enter Street Address:**

c. **Enter City:**

d. **Enter State:**

e. **Enter Zip Code:**

f. **Enter Phone Number:**

g. **Enter QR Code:**

(QR works with Striker Pro only)

For your custom QR code, enter your complete website address as (for example): <http://www.cobrasystems.com>  
You may also enter your phone number, with no spaces, (for example): TEL:7146887999

## Striker Keypad Menu: Setting Date and Time

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At the Print Reminder Sticker prompt, press the down arrow until you reach "DATE/TIME SETTINGS"; press enter and follow the prompts to enter the year, month, day of the month, hour and minute. Press ENTER after each field is completed. Press ALT & EXIT to go back to main menu/PRINT REMINDER STICKER.

2. **DATE/TIME SETTINGS**  
**PRESS ENTER**

a. **FOUR DIGIT YEAR**  
**2015**

b. **Enter Month (1-12):**

c. **Enter Day (1-31):**

d. **Enter Hour (0-23):**

e. **Enter Minute (0-59):**

## Setting System Preferences

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Your Striker Reminder Sticker System allows you to set custom service intervals for each type of service offered, in addition to customized information to be printed on the Reminder Sticker. Use the "Set Preferences" fields to customize the Striker System to your specifications.

To access preferences, at the Print Reminder Sticker prompt, press the UP arrow once. Press enter one time. To clear factory settings, press the left arrow, or CLEAR button on the keypad. Now you can enter your preferred service intervals. Press ENTER after each item, or if no changes are needed for a particular prompt, press enter. When your updates/preferences are complete, press exit one time to return to the main menu/PRINT REMINDER STICKER prompt.



C.

**SET PREFERENCES  
PRESS ENTER**

1. **Enter STANDARD GRADE:  
10W-30**

Enter grade of oil that is used most frequently in your shop. This value will display each time a Reminder Sticker is printed unless you override it.

2. **Enter SYN GRADE:  
5W-40**

3. **Enter 1ST MESSAGE**

The Message 1 field is the first custom message line that prints at the top of the Reminder Sticker. It can be customized, or deleted from the sticker.

4. **Enter 2ND MESSAGE**

The Message 2 field is the second custom message line that prints at the bottom of the Reminder Sticker. It can be customized, or deleted from the sticker.

5. **Enter DISCOUNT:**

Discounts will be printed as a promotion at the bottom of the Reminder Sticker; this option can only be used on the Discount Coupon templates, numbers 5, 6, 7 and 9.

6. **PRINT COMPANY (1.Y 2.N)**

Press "N" to keep your company's name and contact information from printing on the Reminder Sticker.

7. **Enter STAND Mileage:  
3000**

Standard Mileage interval, used with the template for standard oil Reminder Stickers; prints the mileage level for next service due.

8. **Enter STAND MONTH:**  
3  
Standard Date interval, used with the template for standard oil Reminder Stickers; prints the month for next service due.
9. **Enter SYN Mileage:**  
5000  
Synthetic Mileage interval, used with the template for synthetic oil Reminder Stickers; prints the mileage level for next service due.
10. **Enter SYN Month:**  
5  
Synthetic Date interval, used with the template for synthetic oil Reminder Stickers; prints the month for next service due.
11. **Enter TIRE Mileage:**  
6000  
Tire Mileage interval, used with the template for Tire Rotation Reminder Sticker; prints the mileage for next tire rotation due.
12. **Enter TIRE MONTH:**  
6  
Tire Date interval, used with the template for Tire Rotation Reminder Sticker; prints the month for next tire rotation due.
13. **PRINT GRADE? (1.Y 2.N)**  
Press "2" to keep the grade of oil from printing on the Reminder Sticker.
14. **PRINT DATE? (1.Y 2.N)**  
Press "2" to keep the return date from printing on the Reminder Sticker.
15. **PRINT QR CODE? (1.Y 2.N)**  
(QR works with Striker Pro only)  
To utilize the QR Code option on the Striker Pro, Enter 1 for Yes, 2 for No. See Page 8 to enter specific QR Code information.
16. **LOGO RIGHT PADDING**  
0  
Use the number keys to move your LOGO to the right; higher the number, the further right.
17. **LOGO BOTTOM PADDING**  
0  
Use the number keys to adjust the spacing below the logo; higher the number, the lower the placement.
18. **SET UNIT:(1.US 2.METRIC)**  
US  
To display U.S. unit, enter 1; enter 2 to display distance in kilometers.

## Troubleshooting Striker System

Problem	Possible Cause	Solution
Stickers and ink ribbon are coming out of the printer stuck together.	Printer does not recognize the ink ribbon as being loaded.	Turn printer off. Open printer, release the green ink carriage lever. Remove and reload ink ribbon, reattaching the ribbon to the take-up core. Close printer before turning on.
Red light comes on after loading roll of Reminder Stickers.	Labels not threaded correctly through printer.	Turn printer off. Open printer, release the green ink carriage lever and remove Reminder Stickers. Rethread Stickers under print sensor chip, below and through the centered green guides. Latch carriage, close printer before turning on. NOTE: See image (a) photo of sensor
Printer not printing after loading ink ribbon.	Ink ribbon not loaded correctly.	Turn printer off. Open printer, release the green ink carriage lever. Make sure the ink ribbon is loaded correctly, with the dull side showing, and the ribbon coming off the top and down the backside of the spool. Latch carriage, close printer before turning on.
Key pad quit working and displays a series of letters and numbers beginning with "KU".	Possible loss of program; might be due to power surge.	Call the Striker Tech Support line at 800-262-7298, or your local oil distributor for instructions. Always plug your Reminder Sticker Printer into a SURGE protector (not a power strip) to safeguard against power surges, which may void your warranty.
Only one half of the label is printing.	Ink carriage is latched only on one side.	Turn printer off. Make sure ink carriage is latched on both sides by gently pressing down, on each side. You will hear a confirming "click".
Two stickers come out when I only need to print one.	Printer needs re-calibrating.	Turn printer off. Press and hold pause button down while turning printer back on. When feeding starts, release the pause button; three to four blank labels will exit the printer. Press the feed button once. If this does not resolve the issue, please call Tech Support at 800-262-7298. NOTE: Do not hold the pause and feed buttons simultaneously while powering on your printer or you will erase the Striker fonts and your printer will require reprogramming. Shipping and labor charges will apply in this case. Note: See image (b) Printer & Pushing of button.

a.



b.









**Toll Free: 1.877.219.3222**

**Striker by Cobra Systems, Inc.  
3521 E. Enterprise Dr.  
Anaheim, CA 92807**

**[www.reminderstickers.com](http://www.reminderstickers.com)**