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\*\*\*\*\* For Immediate Media Release \*\*\*\*\*

## Decals on Demand

**Memphis, TN – May 12, 2015:** The **NEW** Vehicle Registration process “is more efficient, more convenient and offers more security than at any time in recent history”, according to **Shelby County Clerk Wayne Mashburn**. “As an added bonus, it also delivers cost savings for Shelby County without any increase in cost for our customers”.

The Shelby County Clerk’s Office has implemented **Decals on Demand** at all seven (7) County Clerk branch locations. “This is a game changer for our office. By implementing available technology, we will be able to increase the efficiency of our branch operations and provide a greater level of customer service”, according to Mashburn. “Having at one time co-owned a computer technology company, I know firsthand the importance of using technology to better serve our customers”.

Tennessee Department of Revenue		CERTIFICATE OF VEHICLE REGISTRATION				RENEW ONLINE: <a href="https://renewals.shelbycountyttn.gov/OnlineRenewals/">https://renewals.shelbycountyttn.gov/OnlineRenewals/</a>										
Invoice	11734	Plate No	050MAJ	Class	1000	Base Yr	2006	Trans Code	04	Date of Issue	04/01/2015	Expiration Date	04/30/2015	Registration Fees	Registration	\$11.75
Timeslamp	13:57:51	Title No	86968601	Make	TOYT	Model	4RU	Year	2007	Body	LL	Color	SIL	Lien	Credit	\$0.00
Location	101	VIN	JTEZU17R570096283	Zone		Driver License		Lease	N	City Sticker		Reg Weight	00000	Lease	\$0.00	
Clerk	TMP	County	SHELBY	County Clerk	WAYNE MASHBURN	Veh Use	P							Trans	\$0.00	
Cash	\$26.00													Clerk	\$10.00	
Check	\$0.00													Issuance	\$2.50	
Check #														Title	\$0.00	
Trav. Ck/MO	\$0.00													State Tax	\$0.00	
Credit Card #	\$0.00													Sa Tax	\$0.00	
CC Auth #	\$0.00													Local Tax	\$0.00	
Voucher	\$0.00													Wheel Tax	\$0.00	
Change	\$0.75													Muni Fees	\$0.00	
														Organ Donor	\$1.00	
														Postage	\$0.00	
														CC Fees	\$0.00	
														Total Taxes	\$25.25	
														Reprinted by	TMP © 101	



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SAMPLE

T.C. A 55-4-108 Every Certificate of Registration shall at all times be carried in the vehicle to which it refers or shall be carried by the person driving or in control of such vehicle. Renewals of registration for all vehicles (except permanent registrations) are for twelve (12) months from the current expiration date. If the current registration expires on Saturday, Sunday, or a holiday, the current registration remains valid until the next business day. Application Instructions: 1. Clean debossed area in the upper right corner of plate. 2. Remove decal by folding at edge of decal and separate from registration. 3. Rub firmly to apply to upper right corner of plate. 4. Accept registration with vehicle.

The previous registration process involved printing the registration information on a full sheet of paper and then affixing the decal year using a piece of tape. Implementing the new ***Decal on Demand*** process allows the decal to be printed directly on the registration form thus eliminating the need to match and attach the corresponding decal. The customer simply peels the decal year off the registration form and places it on their license plate. The registration form can then be placed in the vehicle's glove compartment as proof of current vehicle registration.

"The new process will appear seamless to our customers because they will continue to peel off the year decal and attach it to their license plate. The only difference they will notice is the decal number will be the same as the license plate number and the full sheet of paper will be replaced with a "card stock" that's about one-third the previous size, eliminating any confusion for our customers, which is very important to our staff", states Mashburn.

**Some of the additional benefits of printing *Decals on Demand* are:**

- ❖ Increased efficiency due to the fact that an inventory of preprinted sequential decal numbers is no longer required.
- ❖ Printing the vehicle's license plate number on the decal, instead of a randomly generated number with no obvious association to the corresponding license plate, will improve security and enable anyone, including members of law enforcement, to instantly recognize if a decal matches the vehicle its assigned to.
- ❖ Helps defer theft of decals by making the decal number the same as the license plate number.

Printing ***Decals on Demand*** is the latest innovation in a long list of technology updates implemented by Shelby County Clerk Wayne Mashburn since being elected in 2010 and reelected in 2014. Prior innovations include the acceptance of debit & credit cards, e-checks and the implementation of the Renewal Reminder E-Mail Notification program.

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