LEADING DIRECT BANK AND PAYMENTS SERVICES COMPANY IMPROVES FLAT CARD PERSONALIZATION WITH DATACARD® DURABLE GRAPHICS PRINTING MODULES

CHALLENGE: The direct bank and payment services company was printing flat cards with a laminate durability solution that was changing the look of their cards and driving up card costs. They were looking for a cost-effective, durable card printing solution that they could quickly implement to meet card production deadlines.

SOLUTION: The company upgraded their Datacard® MX6000™ Card Issuance Systems to Datacard® MX6100™ Card Issuance Systems and added Durable Graphics Printing Modules.

RESULTS:
- High quality, durable card with a visually appealing look and feel
- Reduced cost and improved production yield
- 1,000 cards per hour throughput increase across five systems

Maintaining Market Differentiation
The company is a direct banking and payment services company with one of the most recognized brands in U.S. financial services. They produce products designed with the customer in mind and are always looking for ways to differentiate themselves from the competition. To achieve this, they strive to incorporate innovative technologies into their business.

Three years ago, the company’s marketing team made the innovative decision to offer their customers flat cards. This move was at the forefront of the market shift to incorporate flat cards into financial portfolios, and it gave them a unique differentiator against their competition. Flat cards opened the door for non-traditional personalization options not available on embossed financial cards. Banks like this can give their customers a durable, unique card with unlimited branding, layout and design options.

The Growing Pains of Flat Cards
Their customers loved the look and feel of their flat cards once they got over the initial impact of seeing a non-embossed card with their personalized information printed on the back of the cards.

The original flat cards the company produced included a laminate overlay for durability, but the laminate increased costs and changed the look of the card. They needed a solution that would allow them to cost effectively print high-quality, durable flat cards, and they needed to implement one quickly so they could meet reissue cycles and new card applications.
Choosing the Datacard® MX6100™ Card Issuance System with Durable Graphics Printing Module

The company was familiar and impressed with the functionality offered by Entrust Datacard™. They already owned and operated five MX6000 systems and one MX6100 system. When the need to change their flat card printing technology arose, they were faced with a number of flat card printing options available in the market. Entrust Datacard has a multitude of modular flat card options offered in their portfolio, and the company turned to them to assist in their decision. They determined that the Datacard Durable Graphics Printing Module matched their requirements and supported their production of approximately 18 million cards per year.

The Durable Graphics Printing Module allows the company to print their cards at a resolution of 600 dpi for high-quality output. The dynamic printing of the UV-curable monochrome black and white ribbons exceeds financial durability requirements, delivers excellent print quality and extends the card life without the need for an additional topcoat. The company’s Operations Manager said, “We wanted a solution that could personalize cards with high durability that would not wear off. Durable Graphics has given us a competitive messaging option for the back of our cards.”

Painless Implementation with Stellar Results

Within two weeks of beginning the installation of their new flat card technology, the company was running all six of their MX6100 systems with Durable Graphics Printing Modules. The implementation was smooth and caused little disruption to their operations.

The Operations Manager summed up the installation and upgrade process in five words — “Entrust Datacard has been fantastic!”

Upgrading their MX6000 systems to MX6100 systems increased total card throughput by 200 cards per hour per printer or 1,000 cards per hour for their operation. Implementing the Durable Graphics Printing Modules with 600 dpi print resolution has made the card information much easier to read and the security codes easier to print.

These new modules will print cards for every customer who needs a new or replacement card. The company anticipates that the one to two days quicker card production turnaround will increase customer spend by millions of dollars because getting a quality card into the hands of their cardholders faster enables them to spend sooner.

Looking Forward with Entrust Datacard

The company could not be more pleased with the results they have seen from their Durable Graphics Printing Modules. Their internal marketing team is excited about the endless possibilities this high-quality print solution enables when it comes to offering new and innovative card designs to their cardholders. The company’s Strategic Project Manager stated, “Cards look a lot better, and we’re seeing fewer print quality issues than we were seeing before.”

Down the road, the company may consider adding other modules to facilitate their flat card production — further improving their card printing design options and throughput. As the card market continues to grow and develop, the modularity of the Entrust Datacard systems offers a future-proof plan for the company’s card operations to flex and move with their needs.