Eltron Card Printing

1. Introduction

Plastic cards have become part of everyone's life, from credit cards to driver's licenses, membership cards to employee identification badges. Their standard size, portability and durability have made them the vehicle of choice for many applications.

Digital plastic card printers offer the ability to create custom cards ideally tailored to the application or to customize and personalize cards on demand, right at the point of issuance. Closely integrated with image capture systems (digital cameras, etc.) and computer database systems, the printer provides the delivery point of a highly integrated system. The printing process is fast (just a few seconds per card) so that cards are generated and personalized while the customer cardholder waits, quickly connecting the customer or cardholder to the issuing organization or program.

Digitally printed plastic cards provide numerous technological features, but start with a blank plastic card that can be printed with any combination of artwork, graphics, text, digital photograph, bar codes, logos, etc., limited only by the issuers imagination. Additional machine readable information can also be encoded such as magnetic stripes and smart card chips.

Digital plastic card printing has replaced previous card generation methods and integrated the card delivery process into the electronic environment that runs and tracks the rest of your business or agency.

2. Photo Identification Cards

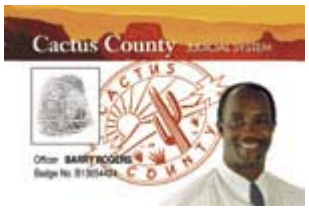
Photo identification cards are generally produced using either a traditional film based method or digital printing techno
The older, more traditional process for producing personal ID cards is a multi-step process.

Take an instant photo of the person, cut and trim the picture to fit the card.
Separately print the person's ID information on a card-sized piece
of paper or card stock.
Laminate the picture and card together.

This process has been widely used in various applications including student ID cards, employee ID badges, club mem

cards, and driver's licenses. But cards produced by this method are easily counterfeited or changed and generating th
can be both time consuming and labor intensive.

Digital card printing is a one step process in which text, graphics and pictures are physically printed on a card directly
computer system without any user intervention. These cards are usually the same size as a standard credit card and
a plastic called Polyvinyl Chloride otherwise known as PVC. Plastic cards can be printed in monochrome or full color,
side only or on both sides.



Digital access control card with photo image, hologram and fingerprint scan

Digital access control and stored value debit passenger card with photo ID and smart chip

Digital club membership card w
photo ID, membership number a
bar code

3. Digital Card Printing Advantages

Image Quality
The image quality of plastic cards produced with digital printing technology is far superior to those produced through th
traditional manual method described above. The cards look better because digitized photo images are sharper and ca
edited for color quality. Placement of various graphical elements of the card is more consistent and text is clearer and
readable.

Flexibility
Plastic card printers can print text, line art, and photographic images. They can also encode magnetic stripes and prov
smart card chip programming contact stations. All in a single step process. Card design software used to produce the
provides users the flexibility to change designs, store and access multiple designs, create variable text fields, and imp
data base programs to store images and track information.

Security
Plastic card printers can also apply various types of card protection materials to make cards resistant to tampering and
alteration. These protection materials including hologram overlays, make cards more secure because they cannot be
reproduced or counterfeited.

Durability
Card protection materials such as overlay varnishes, overlaminate patches, and secure card media each provide vario
levels of card durability by making the cards resistant to abrasion, UV light exposure, water damage, and exposure to
chemicals.

Economy
In-house printing of plastic cards using an Eltron card printer eliminates both the need for, and costs associated with,
producing cards using the time consuming, old-fashioned photographic cut/paste/laminate method. A plastic card print
also more economical than jobbing out your card requirements to a lithographic printer or service bureau. Outside sup
must mark up card production costs significantly in order to cover overhead and servicing costs, making them an econ
alternative only for large volume applications.

Convenience
Printing your own plastic cards gives you the convenience of being able to produce cards when you need them, where need them, letting you issue new cards on demand. Having your own card printer capability also makes it easy to mak changes to card content or design quickly.