



CUSTOMER PROFILE

Info-direct offers central issuance of financial payment cards, utilizing the latest on-demand card printing and personalization technology to deliver innovative payment cards to banking customers. From its main plant in Barcelona, Spain, Info-direct carries to completion the whole process from managing clients' data in a highly secure way to elaborating the best solutions within payment methods, together with all the resources needed for final product delivery.

KEY CHALLENGES

- Support bank customer requests for card differentiation
- Increase card printing efficiency, flexibility and go-to-market timeframes for new artwork
- Reduce card stock inventory

SOLUTION

- Datacard® Artista® VHD Retransfer Color Printing Module Gen 2
- Datacard® CardGard™ UV-curing Topcoat Module
- Konica Minolta bizhub Press C1100 Color Laser Printer

CARD SERVICE BUREAU LEVERAGES RETRANSFER PRINTING TECHNOLOGY TO INCREASE EFFICIENCY, REDUCE CARD STOCK INVENTORY

CHALLENGE: Card service bureau, Info-direct, sought a more efficient solution to meet its financial customers' printing goals — while reducing preprinted payment card inventory and increasing card printing speed and flexibility. When one of Info-direct's financial customers — an innovative top-25 European retail bank — wanted its payment cards to reflect its savvy brand, Info-direct was eager to find a way to deliver dynamic card personalization that solved the customer's challenges. The bank needed to print high-quality cards completely on-demand — and it wanted to offer cardholders a variety of options for payment card images.

SOLUTION: After identifying the bank's goals, Info-direct partnered with Entrust Datacard® to build an innovative program that would deliver differentiated cards and an elevated cardholder experience. Additionally, Info-direct sought to position its own business as a market leader in on-demand card printing solutions. Through a series of collaborative workshops, experts from Entrust Datacard and Info-direct identified new print-on-demand technologies for cards and card carriers that would expand Info-direct's card-printing capabilities and wow the bank's cardholders with high-quality customized photo cards.

Info-direct was already set up for success with two existing Datacard® Artista® VHD Retransfer Color Printing Modules Gen 2 in use across its production lines. The new solution leveraged the pigment retransfer capabilities available on these modules to print association brand marks at the time of personalization that met strict association standards. This key feature enabled all payment cards to print on identical white card stock, which helped Info-direct — and its bank customer — to achieve endless printing flexibility. The Entrust Datacard solution incorporated all the necessary ICC calibration, UV ribbon and UV-curing topcoat technology — including two Datacard® CardGard™ UV-Curing Topcoat Modules — to meet these requirements and simplify inline card design.



Adding two additional Konica Minolta bizhub PRESS C1100 color laser printers completed the on-demand printing solution and extended full-color, inline personalization from card to carrier. Now — equipped with seamless, high-definition printing — Info-direct can minimize preprinted inventory and waste by building larger, simpler jobs that decrease design and print time. While alternative card and carrier printing solutions are constrained by the preprinted messaging and visuals on the carriers, Info-direct can now help its bank customer create a completely custom mail package — one that includes personalized messages that resonate with each cardholder. As a result, Info-direct brings individualization to the next level — driving more relevant experiences for the bank's valued cardholders.

During deployment, Entrust Datacard also supplied a team of print-on-demand experts — including a color expert and service professionals — to calibrate the modules and ensure Info-direct's new systems were optimized to meet the specific printing needs of their bank customer.

RESULTS: With an on-demand solution that makes it possible to print association brand marks and custom imagery at the time of personalization, Info-direct can now provide its bank customer the differentiated cardholder experience it sought. Offering customized, full-color cards empowers the bank to deliver a blank canvas for cardholders to express their individuality, lifestyle and personal preferences — while building brand loyalty and increasing card usage.

Through its new print-on-demand program, Info-direct can more efficiently help its bank customer issue 400,000 picture cards each year to support its aggressive growth strategy. Additionally, the new program's reduced go-to-market times and large batch capabilities allow each payment card — printed in stunning 1,200 dpi resolution — to get into the cardholders' hands faster.

Each print-on-demand run now starts with blank white card and carrier stock, which allows Info-direct to minimize the bank's inventory of preprinted stock — increasing operational efficiency and decreasing unnecessary waste. Blank card and carrier stock also empower the bank to quickly adopt new branding, campaigns and personalized one-to-one messaging to capitalize on valuable cardholder opportunities faster than ever before.

About Entrust Datacard Corporation

Consumers, citizens and employees increasingly expect anywhere-anytime experiences — whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.



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