

[Badging Systems](#) [Tracking Systems](#) [Technology Cards](#) [Supplies](#) [Accessories](#) [Services](#)

More Bang for the Buck

Today it is common practice for an individual to undertake multiple job functions while still meeting or exceeding standards. At IDentiphoto, we understand that your duties are growing and invite you to draw on our staff expertise to assist you in your badging, tracking and verification efforts.

By choosing IDentiphoto you get an advocate you can go to for:

- **Supplies** - Shipping ribbons, PVC, cleaning kits, attachments, accessories etc. the same day as order placement limiting downtime and increasing staff productivity. We can also help you determine quarterly supply needs to qualify for discounted pricing.
- **Solutions** - Badging, Tracking and Verification solutions with proven results. For example, saving time and money by reducing data entry or redundancies by integrating your badging and tracking solution with HR or security systems.
- **Expert Advice** - Bring us the problem(s) you are experiencing and will make recommendations for the right solution! For instance, simple advice on ways to prevent frequent card reprinting. Or developing a custom software application that streamlines cumbersome processes and reduces labor hours which can be spent better elsewhere. Now you're the star!

Not sure how we can help you get more bang for the buck, please [chat live](#) now, [contact us](#) or call **800-860-9111** to be connected with one of our ID Experts for a no obligation consultation.

Generate Revenue w/ Gift/Loyalty Cards

Today plastic is the most common form of payment method. Why not take advantage of that fact and generate revenue with your own gift/loyalty cards!

Statistics show that:

- Over 80% of Americans utilize gift cards.
- Gift card users spend 10-20% more than the value of the card.
- Spending is 46% higher with companies that offer loyalty card programs.

Gift/Loyalty programs can be implemented in a variety of markets in addition to retail, such as:

- Healthcare - cafeteria and gift shops
- Corporate - corporate gear store
- Manufacturing - cafeteria
- Education - cafeteria, library, book shop, etc.

Customized gift/loyalty cards are available in a variety of shapes, sizes and colors. Contact us today to get samples and pricing for your own unique program!

DTC vs. Reverse Transfer Printing

The major difference between the two printing technologies is that with reverse transfer printing, ink is diffused in a dye-receptive film which is then fused to the surface of the card substrate. In direct-to-card (DTC) printing, ink is diffused into the surface of the card substrate to create an image.

The transfer film acts as a protective barrier to the information printed on the underside of the film while providing a tamper resistant barrier similar to that of an overlamine.

Additionally, the printhead in a reverse transfer unit never comes into direct contact with the card substrate due to the unique printing method. Therefore, the printhead is guaranteed for life!

Which printing method is best for you depends on several variables such as:

- What do you want your end product to look like?
- How many cards do you anticipate producing in a given year?
- How long would you like the ID card to last?
- Do you need to incorporate anti-counterfeiting measures?
- What technology, if any, will be needed?

Discover more by simply contacting one of our ID Experts today at 1-800-860-9111.

Special

Printer Service Camp

Special service experience for your Fargo printer.

Keep your printer performing well and prevent unnecessary service calls. View our complete [service camp highlights](#) here and reserve your spot today by calling 1-800-860-9111!

Offer Expires on September 30, 2011.

JULY 2011

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[DTC vs. Reverse Transfer Printing](#)

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HAVE QUESTIONS?



TAKE ADVANTAGE OF THESE REBATE AND TRADE-IN PROGRAMS



Get a **\$100 REBATE** on Fargo Energy Star-Rated Equipment and Eco Biodegradable PVC.

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Friday - December 30, 2011*

RESOURCES

- [Glossary of ID Related Terms](#)
- [How an HID Card is "Read"](#)
- [Camera Tips](#)
- [ID Design 101](#)
- [Card Printing Tips](#)

TIP: Prevent cards from breaking at the slot by simply changing your attachment to the Gripper Clip! [Learn more](#) about the Gripper Clip here.

