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# IDENTISYS DELIVERS FASTER, HIGHER-QUALITY CARD PRINTING WITH ZEBRA® ZXP SERIES 7™

Company Meets Demands of Customers and Internal Marketing

## About IdentiSys

IdentiSys Inc. is a Minnesota-based full-service identification and security solutions provider that specializes in identification technologies, including photo ID card systems, embossing personalization systems, high-volume card issuance, instant card issuance, access control, school food service point-of-sale equipment, and smart card/biometric applications.

## Challenge

IdentiSys serves over 28,000 customers across diverse industries. For organizations that only need to print ID cards or badges occasionally—and aren't ready to purchase their own printers—the company's outsourced card printing is a convenient and cost-effective option. IdentiSys provides complete support for projects, including card design, printing and mailing.

Customers expect high-quality cards, delivered quickly. To meet those demands, and those of its own marketing department, the company needs a card printer that can produce a large volume in a short timeframe.

## Solution

IdentiSys beta-tested the Zebra ZXP Series 7 Card Printer, using it for its own internal card printing needs and for delivering outsourced card printing to customers. The ZXP Series 7 prints high-quality cards for high-volume applications with fast, reliable performance and a low per-card cost.

During testing of the ZXP Series 7, IdentiSys ran badges on behalf of The CREST Publications Group for a commercial real estate trade show—crestEXPO—which takes place in Dallas each year, attracting approximately 3,000 attendees and exhibitors. IdentiSys printed all 3,000 event ID badges in less than a day—exceeding their expectations as well as their customers'.

IdentiSys put the printer's ease-of-use to the test when the marketing team requested to use the ZXP Series 7 printer from the service department for its own campaigns. Without any formal training, the team began using the printer to execute marketing campaigns.

"We just started using it. It's very intuitive and easy to use," said Darlene Swan, director of marketing for IdentiSys.

Due to the printer's reliability, the marketing team found it could confidently start the printer and then work on other tasks, without having to continuously monitor the output. "We just loaded the media, started the job and walked away," Swan said.



## Zebra® ZXP Series 7™

### Customer

IdentiSys, Inc.

### Industry

Service

### Challenge

The company needs high-volume, quality, low-cost printing for its internal marketing and to serve customers' outsourced card printing needs.

### Zebra Solutions

Zebra® ZXP Series 7™ Card Printer

### Results

- IdentiSys prints more cards in less time.
- In less than a day, IdentiSys ran all 3,000 ID badges for a customer's event.
- High-capacity ribbons reduce expenses by delivering more images per roll and less waste.
- The marketing department began using the printer intuitively, with no formal training.



## Results

For both internal card needs and those of customers, IdentiSys finds the ZXP Series 7 delivers the quality and speed that IdentiSys demands. The printer produces vibrant colors and consistent edge definition.

“The ZXP Series 7 is fabulous. We’re very impressed with the combination of the throughput and clarity of the images,” Swan said. “It’s hard to get both—you usually have to sacrifice one or the other.”

Plus, the company keeps its overhead down and profitability up with a competitive cost per card. The high-capacity ribbons reduce expenses by delivering more images per roll and less waste. With an improved formulation for printing high-quality images at higher speeds, IdentiSys can run up to three jobs at the same time—simultaneous encoding, printing and laminating.

“The Zebra ZXP Series 7 is the reliable foundation we need for our outsourced card printing services,” Swan said.



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