



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 its 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 direct banking and payment services company is one of the most recognized brands in U.S. financial services. It's a top priority to design products with the customer in mind and to stay ahead of the competition. To achieve this, the company strives to keep pace with and incorporate innovative technologies.

Three years ago, the company's marketing team made the innovative decision to offer customers flat cards. This move was at the forefront of the market shift to incorporate flat cards into financial portfolios, and it gave the company a unique differentiator against its 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.

KEY CHALLENGES

- Improve print quality
- Eliminate costly laminate to improve card aesthetic
- Transition to new solution with minimal downtime

TECHNOLOGY

- DATACARD® MX6100™ Card Issuance Systems
- DATACARD® Durable Graphics Printing Modules



The growing pains of flat cards

The company's 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.

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. It needed a solution that would allow it to cost effectively print high-quality, durable flat cards, and it needed to implement one quickly so it 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. It already owned and operated five MX6000 systems and one MX6100 system. When the need to change its flat card printing technology arose, it was faced with a number of flat card printing options available in the market. Entrust has a multitude of modular flat card options to offer, and the company turned to them. It determined the DATACARD® Durable Graphics Printing Module matched its requirements and supported its production of approximately 18 million cards per year.

The Durable Graphics Printing Module allows the company to print its 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 its new flat card technology, the company was running all six of its MX6100 systems with Durable Graphics Printing Modules. The implementation was smooth and caused little disruption to its operations.

The Operations Manager summed up the installation and upgrade process in four words: "Entrust has been fantastic!"

Upgrading its MX6000 systems to MX6100 systems increased total card throughput by 200 cards per hour per printer, or 1,000 cards per hour for its 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 the quicker card production turnaround will increase customer spend by millions of dollars, because getting a quality card into the hands of its cardholders faster enables them to spend sooner.

Looking forward with Entrust

The company could not be more pleased with the results it has seen from its Durable Graphics Printing Modules. Its 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 its 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 its flat card production — further improving its card printing design options and throughput. As the card market continues to grow and develop, the modularity of the Entrust systems offers a future-proof plan for the company's card operations to flex and move with its needs.

Learn more at
[entrust.com](https://www.entrust.com)

