

ID CARD PRINTER IS THE RIGHT MATCH

CASE STUDY OVERVIEW



PRODUCT SPECS

- Datacard® SD260 card printer
- Innovations that make desktop ID card printing simple and economical
- Outstanding print quality, reliability, easy operation and efficiency in a small footprint

CUSTOMER: Marylebone Cricket Club (MCC) — printer of accreditation and ID badges at Lord's Cricket Ground in London.

CHALLENGE: Issuing thousands of cards per year for Lord's Cricket Ground, MCC needed to update its card printing technology to increase productivity and produce higher quality cards.

SOLUTION: Working with U.K.-based technology supplier Bannerbridge Plc., Datacard Group deployed Datacard® SD260™ card printers to MCC.

RESULTS: MCC is now issuing higher quality ID cards faster than ever before.

BURGEONING DEMAND FOR HIGH QUALITY IDS

Lord's Cricket Ground holds more international cricket matches than any other venue in the U.K., hosting approximately 60 days of cricket and hundreds of events a year. MCC is responsible for issuing thousands ID badges to staff, contractors, media, marketing personnel and stewards who need to display their accreditation while on the grounds.

With increasing demand for ID badges and the growing number of people in and out of the facilities, MCC needed to update their existing card printers to increase its productivity and improve card quality. MCC had been using another brand of ID card printers — dispersed to various departments around the ground — which were nearing end of life.

CHOOSING THE RIGHT PARTNERS

After researching and consulting with Bannerbridge, MCC chose to implement seven Datacard® SD260™ card printers. Bannerbridge assisted with setup of each system and provided support on the installation and products.

The SD260 card printers are significantly faster than other desktop card printers in their class, which allows MCC to print more cards in less time. MCC can now also produce high-impact IDs with the system's TrueMatch™ printing technology that ensures the colors on screen closely match the colors on the card — batch after batch.



FASTER THROUGHPUT, ENHANCED QUALITY

Since implementing the new SD260 card printers, MCC's printing and personalization process is much faster and more reliable than with its previous systems. Plus, the quality of the cards produced by MCC with these card printers has noticeably improved.

Having worked with Bannerbridge for many years, MCC is confident that reliable Datacard solutions will enhance their card program for years to come. MCC plans to continue to work with Datacard Group on similar projects, leveraging the newfound expertise and innovation for the various markets it serves.

"Following a review of our accreditation process, we determined that our old card printers were reaching the end of their useful life, so it was definitely time to upgrade. We wanted a reliable solutions that would give us newer printing technology, as well as increased efficiency — since we print over 7,000 cards each year."

— ROBIN STIMPSON,
MARYLEBONE CRICKET CLUB

CORPORATE HEADQUARTERS

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