

Plastic card customisation project?

Find out the 10 questions to help you define your project



This guide is aimed at all organisations (companies, retail businesses, schools, etc.) who have a plastic card customisation project under way associated with their day-do-day running: employee badges, access cards, loyalty cards, school cards, student cards, etc.

The aim of this guide is to propose 10 questions to help you define the requirements for your project.

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1. What will your future cards be used for?

To point you towards the card printer best suited to your requirements, could you tell us what your cards are intended for?

Application	Tick/Comment
<u>Bank</u> <ul style="list-style-type: none">• Bank cards• Prepaid cards	
<u>Government</u> <ul style="list-style-type: none">• Identity cards• Driving licences• Residence permits• Health cards	
<u>Transport</u> <ul style="list-style-type: none">• Transport tickets	
<u>Companies</u> <ul style="list-style-type: none">• Employee badges• Visitor badges• Access badges	
<u>Retail businesses</u> <ul style="list-style-type: none">• Loyalty cards• Gift cards	
<u>Education</u> <ul style="list-style-type: none">• Student cards• School cards• Multi-service cards	
<u>Leisure</u> <ul style="list-style-type: none">• Membership cards	
<u>Events</u> <ul style="list-style-type: none">• Access management	

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2. What type of card are you going to print on?

What types of data will be printed on your cards?

Card type	Tick/Comment
<u>Blank cards</u> <ul style="list-style-type: none">White cards with no data	
<u>Pre-printed cards</u> <ul style="list-style-type: none">Cards with a pre-printed background on which your data is printed	

For example

Pre-printed card



You can have a stock of cards with pre-printed backgrounds

Customised pre-printed card



and customise them as you go along with the customer's last name, first name and customer number

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3. What type of data will be used for your cards?

What types of data will be appear on your cards?

Data type	Tick/Comment
<u>Fixed data</u> <ul style="list-style-type: none">The data will be the same for all cards	
<u>Variable data</u> <ul style="list-style-type: none">The data differs according to the cardholder	

For example

Card with fixed data



The card contains no information specific to the holder and remains generic with the company logo, a background customised to the colours of the brand name and an indication as to its use

Card with variable data



In addition to the generic data (logo, customised background) this card is specific to its holder: last name, first name, date of birth, course taken, photo, validity dates

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4. What variable data will be used on your cards?

What types of variable data do you wish to print on your cards?

Variable data type	Tick/Comment
Text (last name, first name, dates, address, etc.)	
Logo	
Photo	

For example



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5. How will your cards be designed?

To ascertain which printer would be best suited to your requirements, we need more information on how you want the card to look.

Visual appearance	Tick/Comment
Printing on one side	
Printing both sides	
Edge-to-edge printing	
Printing with a white margin	
Colour printing	
Monochrome printing	
Gold printing	
Silver printing	
Addition of varnish on your cards	
Presence of a hologram	
Addition of a signature area	
Addition of a scratch-off area	



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6. How is your data to be encoded?

How is data to be stored on your card?

Encoding type	Tick/Comment
Barcodes	
Magnetic	
Contact smartcard	
Contactless smartcard	

Some information on encoding



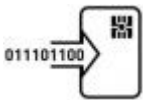
Barcodes

Barcoding is the first level of coding available on a plastic card and is also the most widespread. It is graphic encoding, produced when the badge is printed.



Magnetic stripe encoding

A magnetic stripe is a black or brown band which may be seen on bank cards for example. This band contains minute magnetic particles mixed in with the resin.



Encoding contact smart cards

The smart card contains an integrated circuit, the chip, which can contain information. This chip contains a microprocessor which can process this information.

Smartcards are mainly used as means of personal identification, for payments or as proof of subscription to prepaid services. The data is written by specialised equipment.



Encoding contactless smart cards

The contactless smart card does not come into contact with the reader: it communicates using radio waves.

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7. Printing frequency and conditions

Each printer in the Evolis range has very precise characteristics to meet your requirements as closely as possible:

Printing	Comment
How many cards do you expect to print per year?	
Is printing carried out periodically?	
Is printing carried out on demand?	
How many computer workstations are to be equipped?	
Who will be in charge of printing?	
How much time does this person have available for printing cards?	

For example

Primacy, a top-of-the-range printer, easy to use, flexible and very fast

Printer	Characteristics	Advantages
<p>Primacy</p> 	<p>Colour & Monochrome One- or two-sided printing Edge-to-edge printing Average and large print runs Options for magnetic coding, contact and contactless smart cards</p>	<p>Single-sided colour printing: 190-210 cards/hour Single-sided monochrome printing: 600-850 cards/hour Double-sided printing: 140 cards/hour USB and Ethernet</p>

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8. Your computer environment

The computer environment is also an important factor in choosing your printer:

Computer environment	Comment
What operating system is used (Windows, Linux, Mac)	
Which software or database will be linked to your printing operations?	
Do you want to print via a USB or Ethernet connection?	



Advantages of Evolis printers

Evolis card printers have USB and Ethernet ports for use on a network.

The new generation of Evolis printers comes with the Evolis Premium Suite® software suite which controls the printer from your computer via the "Print Center", a printer and configuration supervisor which manages communication between the printer and the user.

The user has integrated control of the activity of the printer from the computer screen via notifications (pop-up windows) regarding printing status, the state of the ribbon or printer maintenance.

In addition, you have direct access to Evolis support via the Internet, available 24/7.

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The Evolis logo, consisting of the word "evolIS" in a bold, sans-serif font, with a stylized black and white circle representing an eye or a lens.

9. What software will you use to design your cards?

Do you know how you will customise your cards?

Customisation software	Comment
Do you have software to design and customise your cards?	

Evolis suggests cardPresso software to design and issue your cards

All your badges - printed and coded with ease!

cardPresso is powerful and simple to use, the program lets you create, encode and print quality badges in a few clicks. It is the ideal companion for Evolis plastic card printers.



CARDPRESSO
more than an application

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10. Who is in charge of your project?

Finally, the financial aspect and completion times are two important factors to take into account for your project:

Purchasing decision	Comment
Who takes the decision to purchase?	
What budget is allocated to this project?	
What are your deadlines for acquiring the printer?	



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Overview of Evolis card printers

Evolis printers are flexible, adjustable, easy to use and compact

Printer	Characteristics	Advantages
<p>Zenius</p> 	<p>Colour & Monochrome Single-sided, edge-to-edge One-off or small print runs Classic version without encoding Expert version with encoding</p>	<p>Colour print speed: 120 to 150 cards/hour Monochrome print speed: 400 to 500 cards/hour Print head: 300 DPI USB Ethernet optional</p>
<p>Primacy</p> 	<p>Colour & Monochrome Single-sided with or without double-sided activation key Edge-to-edge printing Average and large print runs Options for magnetic coding, contact and contactless smart cards</p>	<p>Single-sided print speed, colour: 190 to 210 cards/hour Single-sided print speed, monochrome: 600 to 850 cards/hour Double-sided print speed, colour: 140 cards/hour Print head: 300 DPI USB and Ethernet</p>
<p>QUANTUM</p> 	<p>Colour & Monochrome Double-sided Edge-to-edge Volume MAG encoding, contact and contactless smart cards</p>	<p>Single-sided print speed, colour: 150 cards/hour Double-sided print speed, colour: 115 cards/hour Single-side print speed, monochrome: 1000 cards/hour Double-sided print speed, monochrome: 320 cards/hour</p>
<p>Tattoo RW</p> 	<p>Monochrome rewritable Single side With margin Magnetic encoding</p>	<p>Delete and print speed: 8 seconds (manual), 12 seconds (feeder) USB and Ethernet Print head: 300 DPI</p>

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Need more information?

Contact us now at the following address: info@evolis.com for a no-commitment, personalised study of your project.

We will be very happy to help you!



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