

Blazepoint plastic card printing chosen by The Oracle

The Requirement

The Oracle is a state-of-the-art shopping and leisure destination located in Reading City Centre boasting department stores and over 80 top high street name shops. Open 7 days a week it attracts almost 26 million visitors a year.



The Oracle approached Blazepoint with three very distinct requirements, which they wanted to meet from one plastic card printing solution.

Firstly, they needed to produce time attendance cards for their own staff to monitor the internal staff's hours.

Secondly, The Oracle intended to implement a Visitor Management System using plastic cards.

The third requirement was for a printer that could produce fully personalised ad hoc Retail Discount Cards. The Oracle runs a discount scheme for all retailers whereby staff from participating retail outlets are issued with Discount Cards entitling them to discount from all other participating stores in the centre. The printer needed to be capable of incorporating personalised security features into the cards such as an ID photograph, magnetic stripe and digital signature.

The Oracle:

"In order to have a comprehensive staff identification scheme for all Oracle staff, and manage a retail discount scheme with over 2000 participants, we required a suitable system to produce different cards for both. We also required the facility to produce ID passes personalised for groups visiting the site such as charity collectors."

With three very different requirements the solution needed to be flexible. However, all applications required a fast one step-process with high quality plastic card output. Ease-of-use and minimal maintenance were also key factors for these applications.

The Solution

The Oracle selected Blazepoint's solution, which utilised Eltron P310C plastic card printers. This decision was primarily based on the suitability of the printer specified, but also on Blazepoint's ability to provide local, quick-response backup and technical support. The Oracle was particularly impressed with the support and assistance of the Blazepoint staff involved in the project both pre and post sales, which comes from over 20 years experience in the supply, installation and support of printers and print solutions. In addition, Blazepoint as a UK Elite Partner for Eltron, was able to demonstrate a comprehensive range of fully integrated plastic card print solutions.

Blazepoint specified the Eltron P310C printer due to its suitability for fast, high, quality creation of customised, full-colour cards. Closely integrated with an image capture system (in this case a digital camera) and a database system, these printers provide a highly integrated system ideal for all of The Oracle's applications. Printing is fast (just 25 seconds per card) so that cards can be generated and personalised while the cardholder waits.

The Oracle:

"The Blazepoint system has provided a practical and easy solution that gives us the flexibility to print personalised plastic cards quickly and economically."



The Eltron P310C installed by Blazepoint at The Oracle is now used on a daily basis to produce on average 40 fully personalised cards per week for their applications. The Oracle is extremely satisfied with the solution that Blazepoint delivered and continue to purchase all consumables for the printers from Blazepoint.

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The Product

Eltron P310C Single-sided colour plastic card printer



Ideal for applications requiring production of full-colour plastic cards, the P310C is capable of printing single-sided, high resolution, edge to edge, full colour personalised plastic cards. The P310C prints sharp, readable bar codes, ID photos, graphics and text in seconds meaning personalised cards can be issued on the spot.

- Single-sided colour printing
- Print Speed: 144 cards/hour
- Print Resolution: 300 dpi
- Print Method: dye sublimation, thermal transfer
- Interfaces: parallel or serial + USB option
- Optional Features: magnetic stripe encoder, smart card encoding contact station

The P310C is truly user-friendly with an easy-to-load, low maintenance design making it simple for anyone to operate. Green, yellow and red LED indicators provide easy-to-understand printer status. Printer ribbon synchronisation is automatic, eliminating the need for operator intervention

Other Eltron Card Printers

- P205 Low-cost single-side monochrome plastic card printer
- P210 Low-cost single-side colour/monochrome plastic card printer
- P310F Single-side monochrome plastic card printer
- P420 Dual-sided colour plastic card printer
- P520 Dual-sided colour plastic card printer with lamination
- P720 Dual-sided colour plastic card printer with dual-sided lamination

Consumables

For optimum performance of all Eltron Plastic Card Printers Blazepoint recommends using Eltron Plastic Cards and TrueColour Ribbons.

TrueColour Ribbons are formulated with a unique composition specifically for use with advanced dye sublimation and thermal transfer technologies. This unique formula allows for guaranteed printer compatibility with the ribbon.

Eltron Premier and Premier Plus Cards provide high image quality, high flexibility and temperature durability. They are available with and without a magnetic stripe

Eltron Cleaning Supplies such as cleaning swabs and cleaning cartridges ensure optimum printer performance at any time. Regular use of the cleaning cards will keep your printer clean and maintain important parts of the printer (printhead, transport rollers, and magnetic encoder station).

About Blazepoint

Blazepoint, formed in 1982, has succeeded and grown in a constantly changing environment, through on-going assessment, development and utilisation of its core competencies in line with the needs of its customers. In July 2001 Blazepoint became a public company and is traded on AIM at the London Stock Exchange.

Originally, formed as a supplier of standard office printers and peripherals, Blazepoint has expanded and developed steadily ever since. Expansion has been achieved through a commitment to providing customers with the highest level and quality of service. Blazepoint always looks to respond quickly to the customer's needs and provide what is required at a price that is affordable.

Blazepoint now has a broad portfolio of quality products and extensive capability within the areas of rugged product engineering, integrated kiosk applications and specialist printers.

As a UK Elite Partner for Eltron, Blazepoint offers a comprehensive range of plastic card printers. These printers can be used for the printing of plastic cards and badges that incorporate photographs, digital signatures, barcodes and magnetic stripes or smart cards.



Eltron
CARD PRINTER PRODUCTS



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LONDON STOCK
EXCHANGE