

Thales e-Security select Blazepoint plastic card solution

The Requirement

Thales e-Security is a global specialist in security solutions for electronic payments and high value transactions by business and government. At its EMEA headquarters near Aylesbury, the company had been experiencing problems using external production facilities for the production of personalised payment cards for use in systems which guarantee payments between banks and their corporate customers.



Not only had production often been uneconomical due to the small quantities required but lead times were also becoming unacceptably long. This was primarily due to the fact that a significant proportion of Thales e-Security card production requirements were for small batches of bespoke cards on short lead times which were either too small to be viable or just not significant enough to gain any priority in the production schedules of the large volume print houses.

As a result, it was not offering the best service to its customers, many of whom are household names such as NatWest and Barclays Bank. Thales therefore decided to look into the possibilities of bringing production in-house.

The main requirements were that the solution should provide highly reliable, flexible, on-demand plastic card printing on what could sometimes be extremely short lead times. In addition, it should not only be economical but the quality and security of the finished plastic card were of paramount importance.

The Solution

Thales e-Security looked at proposals from several leading manufacturers and solutions providers. Their selection of the Blazepoint solution, which utilised Eltron P420 plastic card printers, was based on the company's quick and thorough response to technical issues and its ability to provide a personal service and local backup and support.

Sheryl Oliver, Supply Logistics Manager, Thales e-Security

"We were disappointed at the poor response to our technical queries from some of the bigger suppliers after the initial product demonstrations. Blazepoint were extremely quick to come back to us with full and detailed answers and information to all our questions."

The company was particularly impressed with Blazepoint's technical knowledge and expertise, which comes from over 20 years experience in the supply, installation and support of printers and print solutions. In addition, Blazepoint as a UK Master Distributor for Eltron, was able to offer a comprehensive range of fully integrated plastic card print solutions from simple one-sided monochrome to highly complex full colour, dual sided, laminated options.



David Pattle, Production Supervisor, Thales e-Security

"The solution from Blazepoint not only cured all of our problems but was also extremely reliable requiring only minimal maintenance."

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The extremely competitively priced P420 printer from Eltron was selected by Blazepoint because of its ability to provide fast, dual-sided full colour plastic card printing. In addition, with an easy-to-load and use, low maintenance rugged, all metal enclosure it was felt that the P420 could easily meet the high reliability, high quality and low maintenance standards specified by Thales e-Security.

The Eltron P420s installed by Blazepoint at Thales e-Security's EMEA head-quarters near Aylesbury are now used on a weekly basis to produce on average 500 cards for a range of customers. Thus enabling Thales e-Security to bring the whole operation in-house and as a result, take full control of the production of personalised corporate payment guarantee cards for their customers. This means they can now not only offer a much more flexible and responsive service but also one that is very competitively priced.

Mark Goodson, Production Manager, Thales e-Security

"Having been reliant on the large volume players for card production we now have flexibility in the marketplace and can run small batches of bespoke cards for individual customers."

The Product

Eltron P420 Dual-sided colour plastic card printer

- Dual-sided colour & monochrome printing
- Print Speed: 102 dual-sided colour cards/hour
- Resolution: 300 dpi (12 dots/mm)
- Print Method: Dye sublimation, Thermal transfer



The P420's rugged, all metal enclosure houses a low-maintenance print mechanism that includes self-cleaning card handling, high capacity ribbon system, two-line

LCD control panel, and convenient card reject hopper that separates cards that fail encoding prior to printing, saving valuable printer ribbon. The enclosure includes a viewing window to monitor the printing process without opening the unit and transparent input and output hoppers provide visual card capacity status.

About Thales e-Security

Thales e-Security is a responsive, innovative global specialist in security solutions for electronic payments and high value transactions by business and government. Combining in-depth hardware and software skills and proven understanding of business processes and applications, Thales e-Security has a strong track record in security for three distinct areas.

- Card payments industry, in particular Smart Card personalisation
- e-Security, solutions that secure the exchange of value-bearing
- Network Security, solutions to secure Wide Area Networks including dial-up, leased line, X.25, frame relay and IP networks.

About Blazepoint

Blazepoint, formed in 1982, has succeeded and grown in a constantly changing environment, where many others have failed, 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

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

TRADED ON
AJM
LONDON STOCK
EXCHANGE