

# DASCOM Solution News

Case study of DASCOM Europe GmbH

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## Premium smart card printer offering extensive versatility

Husqvarna Construction enthusiastic about the new DC-7600 chip card printer

### The customer

Husqvarna AB (Husqvarna Group), is a Swedish manufacturer of power tools for forestry, gardening and landscaping, including power saws and lawn mowers, as well as cutting equipment and diamond tools for the construction and quarrying industries. The Husqvarna Group owns a number of well-known brands, including Gardena, Jonsered, Flymo and McCulloch.



### Individualised customer cards for personal registration

Husqvarna needed a personalised invitation card in cheque card format for a customer event connected to the Bauma trade fair in Munich. This card had to be of high quality, equipped with an access code



for registration on the Internet and, of course, in a design featuring the company's own CI. Fortunately the newly developed DASCOM DC-7600 card printer had just been launched on the market in the autumn of 2018. This enabled the Swedish

company to immediately apply individualised customer cards printed on both sides in-house, and present them personally to the invited guests at the fair. Each invitation card required an individual and unique registration code for the event. **"This card printer arrived at exactly the right time for us,"** says Inger-Kristina Berckhauer, Regional Marketing Manager D/A/CH/SLO of the Construction Division.

### Designing and printing borderless chip cards with the DC-7600

Husqvarna had invited two different user groups. The plastic cards therefore had to be different in their basic design. In addition, there was the sequential personalised code that allowed the 400 guests to register online. In other words, not your ordinary print job. However, it was no problem at all for the re-transfer printer with its 600 x 600 dpi resolution, which can print borderless cards thanks to over-the-edge technology. The DASCOM CardEditor software included in the scope of delivery can also be used to create different layouts in a user-friendly and intuitive way. This makes personalisation and individual

numbering of the cards with a DASCOM card printer child's play.

### The DC-7600 can be used to print on a variety of plastic materials

The DC-7600 can process cards made of different materials - ranging from PVC and PET via polycarbonate to ABS. With dimensions of 85.6 x 53.98, standard ISO ID-1/CR-80 formats can accordingly be processed. The bending device installed as standard also ensures perfectly flat cards – even with double-sided printing.

### Best print quality for demanding tasks

At Husqvarna they were thrilled by the brilliant print quality of the cards: **"We were impressed by the rich and regular black print and the fine details,"** said Ms. Berckhauer. The printer's high resolution means that even micro fonts, complex barcodes and detailed images can be reproduced with high quality. Individual watermarks and logos as an additional security feature can also be implemented quickly and cost-effectively with the DC-7600. This makes the DC-7600 card printer ideal for the retail trade when it comes to customer cards, for all companies that require employee cards and access authentication, and for all types of event management. Last but not least, the printer also impressed the Swedish company's marketing department with its high printing speed. For the next event, the use of cards with individual registration codes is something that has already been learned and can be reproduced quickly and easily. Speed, excellent print features and the high quality of the cards have left a strong impression! This is something to build on.

# Card printers from DASCOM – reliable and flexible

## The DC-7600: brilliant colours and full-surface printing

### Excellent print quality and watermarks

Retransfer printing technology is the next developmental stage in card printing. The image is first printed on a film and then transferred from the film to the card. This technique is suitable for full-surface, over-the-edge printing and improves reliability. Due to the high resolution of the printers, micro fonts, complex barcodes and detailed images can be reproduced in high quality. By using YMCKH colour ribbons, customised watermarks and logos can be achieved quickly and at reasonable value as extra safety features.

### High productivity and easy handling

With an output of 144 cards per hour for single-sided colour printing, the DASCOM printer is ideal for medium to large-scale batches. Inserting the consumable materials is child's play. Both the YMCK ribbons and the transfer ribbon are optimally matched to each other and thus enable the unsupervised printing of up to 250 cards at a time.

### Easy connection

The printer has a USB interface as standard. The standard scope of delivery also includes an Ethernet interface, which enables use within a network.

### A wide range of cards

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### Creating cards with the DASCOM CardEditor software

With the basic version of the DASCOM CardEditor software, which is supplied as standard, users can intuitively create a range of layouts.

### The highlights at a glance:

- High-resolution printing with 600 dpi
- Fast printing for large print jobs
- Full over-the-edge card printing
- High-capacity card feeder for up to 250 cards
- Integrated encoder for MIFARE



DASCOM DC-7600

## The products of DASCOM Europe GmbH:

### Dot-matrix printers

#### Innovative all-rounders.

The right decision if you need to print quickly, cost-effectively and in large volumes with carbon copies.

### Flatbed Printer

#### Strong guys.

Whether multiple sets or continuous forms, perfect for recipes, receipts, application forms, invoices, loading lists, etc.

### Thermal printers

#### Robust and compact.

Suitable in several areas such as production, medical supplies or trade for a wide variety of uses.

### Mobile printers

#### The work place professionals.

Compact in size, well thought out details, cost-effective basic model with numerous upgrade features.

### Card printers

#### Fast and reliable.

Whether company cards, loyalty cards or cashless payments – the right cards have to meet many requirements.

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