

Zebra Card Printers Deliver 20,000 New Secure Driving Licenses to San Marino Residents

Introduction

Over 20,000 residents of the Republic of San Marino in Italy are being issued with new driving licenses in a push to increase local security. Ermes Srl, has had experience with Zebra Card Printer Solutions since 1999, and has provided the San Marino Government with the state-of-the-art Zebra printers that will print new licenses with built in security features, photo identification and bearing a Republic of San Marino hologram.



Background

The police department recognised the need to improve the security of their driving license, which was previously a plastic card with no security features and not ideal. In order to find the best supplier the department undertook a competitive tendering process and invited several well-known card printing solution providers to bid for opportunity. Ermes, supporting one of their dealers Card Technology won the tender as they were able to offer something none of the other companies could match - a customized Republic of San Marino hologram arranged by Zebra Card Printer Solutions.



Ermes Srl is a premier player in the card printing solutions market in Italy. The company supplies card printers, but is also able to offer technical assistance, support, service integration, card applications, and encoding for the cards. The company has many years of experience in card based solutions and with support from Zebra, was able to provide a customized hologram, which played a key role in securing this bid.

Marco Tomadin, Managing Director at Ermes Srl said, 'It is great to know that we have the full support of Zebra Card Printer Solutions and it makes all the difference in certain bids. As more organisations look to increase security there is definitely increased interest in card printing solutions. We are currently in the process of obtaining a Government ID project certification for the P640i Zebra Card Printer which could help us to win a tender for the whole country's ID requirements which is over 8,000 offices in the field that would need printers.'





Solution

Built in security features to protect individuals and support the police in their role is an increasingly important requirement for Driving Licenses across the world. The Republic of San Marino, in Central Italy, recognised the need for tighter security on driving licenses and wanted to adopt state-of-the-art technology to achieve their goal.

The local police Department is now set to produce 20,000 new style driving licenses using Zebra Card Printers outputting to specially encoded cards containing information about the driver, and displaying a photograph. The new licenses with the added security feature and personal touch of the republic' hologram will make the cards very difficult to forge.

Ongoing requirements will see a further 5,000 cards being printed every year. Zebra security card printing range enable users to create secure identification and work with a variety of card-based access credentials, including proximity, magnetic stripe, and smart cards. RFID technology makes printing easy while taking security a step further, ensuring that only authorized individuals are able to print the new cards.



Benefits

Although standard printed photo IDs are just as much subject to counterfeiting, alteration, duplication, and forgery, Zebra card printers provide the police department with customizable levels of security. The printers also offer lamination capability which makes the cards even more tamper proof. Officers are able to print highly secure cards quickly and professionally using the Zebra Card Printers and are able to validate drivers details more effectively out on the streets.

“It is fantastic to have companies like Ermes Srl involved in our reseller programme, the way Zebra and Ermes work together has been a great example of effective collaboration. They are a highly capable and professional reseller and it is good to be able support Ermes with the adequate tools to increase their business. We look forward to strengthening our partnership with the company to capitalise on local market opportunities,” said Ricardo Moreno, Channel Manager at Zebra Card Printer Solutions.

Zebra Card Printer Solutions is a global manufacturer of choice for plastic card desktop printers at market-leading prices and sold by over 350 partners in 90 countries. Constant innovation at the company means that Zebra's Card Printers meet growing market needs, from simple loyalty Cards to high security ID cards. More case studies at http://www.zebracard.com/id/card/na/en/index/resource_library/case_studies.html
For details of your nearest reseller call 0870 240 2749 alternatively drop us a line at eurosales@zebra.com or visit www.zebracard.com

Zebra Technologies Europe Limited

Card Printer Solutions » The Valley Centre, Gordon Rd, High Wycombe, Buckinghamshire HP13 6EQ, UK T +44 870 241 1527 F +44 870 241 0765

