



Brazilian Coffee Grower Cooperative Implements HID® Global's ID Card Printer to Improve Issuance of Identification Badges

A regional coffee grower cooperative located in the Brazilian Southeastern state of Minas Gerais began its operations in 1932. Today, with more than 15,000 cooperative members, the organization is one of the largest coffee cooperatives operating in Brazil and is a premium coffee expert and supplier in the region.

Nearly 95% of the members are small farm coffee producers located in the key agricultural regions of Minas Gerais and São Paulo states. The cooperative produces coffee supplied by over 200 municipalities in the region. It's a diverse business; in addition to growing coffee, the company has expanded its operations to 37 business units, including roastery, feed production and storage, research laboratories, a state-of-the-art logistics center and more.

The cooperative's current ID badge delivery system was frequently unusable due to card printer issues. The ongoing printer challenges caused delays in issuing ID badges and interrupted the flow of daily operations.

CHALLENGE

The coffee grower was seeking a secure and standardized solution for the issuance of company ID badges for employees and daily visitors. With multiple facilities across two states, ongoing challenges included:

- Poor ID badge quality made personnel identification difficult, slowing the secure entry process for employees.
- An expensive printer and supplies kept operation costs high and put a strain on the budget.
- The operation of the badge ID system was unreliable because the printer often jammed or broke down.
- The issuance of ID badges for employees and visitors took too long and was difficult to manage.

To summarize, operating the ID badge system was a daily challenge, costing the cooperative time and money.

"The cooperative was having persistent problems with their old badge issuing system. The issues included poor badge quality and frequent printer breakdowns, which eroded their ability to issue badges daily to their employees and visitors efficiently", said Filipe Augusto, sales manager of Stockprint, a systems integrator leading the project.

SOLUTION

Acting on the recommendation of Stockprint, the Brazilian coffee grower deployed a new ID badge issuance system, which includes the HID® FARGO® DTC1250e ID card printer and encoder for the instant personalization and issuance of company ID badges.

HID FARGO DTC1250e is the fastest card printer in its class, reducing production time for the ID badges. The printer provides high-quality, secure and affordable photo ID badge personalization that delivers a durable, visually rich credential for its users. Most important, it ensures data protection with AES-256 decryption.

The direct-to-card printer features an intuitive, user-focused SmartScreen™ graphical display enabling efficient set-up, operation and maintenance. It produces a secure, personalized photo ID badge in one single, seamless step.

"The fact that the DTC1250e does not lock/choke with the cleaning adhesive was an important fact when we presented the printer, as it was a recurrent problem that the customer often expressed when referring to their old technology", said Augusto.

The solution was quickly and easily integrated into the company's current PC system, allowing the company's facility and human resources teams to create, encode (read/write) and manage secure credentials from start to finish. Installation took only a few hours, including printer operation training, troubleshooting and maintenance procedures taught to the ID badge operations team.

RESULTS

Because of the compact footprint, the HID FARGO DTC1250e is easy to use in a variety of environments, and now the cooperative is able to produce 50% more visually rich, full-color credentials in the same amount of time as its previous printer.

The HID FARGO printer efficiently issues an average of 50 badges a week for the organization's employees and visitors. In August 2021, the cooperative printed 75 badges, and just one month later, that number reached 208 printed units.

The primary benefit of the new system is the speed in making the badges. Additionally, the quality of the badges was significantly improved compared with the previous system, so personnel identification became easier and safer.

With the new HID FARGO DTC1250e printer, the cooperative has seen a significant reduction in ID badge issuance problems. The DTC1250e is reliable and much easier to operate, saving the company valuable time and resources that improve productivity.

"We are very pleased with the solution and are experiencing exceptional results," said the General Assistant of the cooperative. "The ID badges are top quality and delivered with speed. Technical support is always available to us should we have an operation question".

As a result of this positive experience, the coffee grower plans to add two HID FARGO® DTC1250e printers to their system soon, further enhancing their ability to issue ID badges quickly, efficiently and securely.



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Solution

- HID FARGO DTC1250e



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