

The Ultimate Cleaning Guide for ID Card Printers

EASY TIPS TO PROTECT YOUR INVESTMENT



Would you trust your special, highly-awaited road trip to an old car that's never had its oil changed?

If you've ever experienced a car breakdown, you likely remember the aggravation, the time spent arranging for the repair, the calls to make alternate plans for transportation, and the unexpected, unwelcome costs involved.

No matter how sophisticated technology becomes, the machines we depend on daily require regular cleaning and maintenance to operate at their peak performance. Much like motor-vehicles used on a daily basis, your high-performance, high-value ID card printer needs routine cleaning to operate optimally and to avoid print quality issues or costly breakdowns.



An Investment Worth Protecting

When you made the investment in a best-in-class card printer, you took the time and effort to ensure that the features and functions met your organization's required security levels, volume needs, quality expectations and aesthetic sensibilities. After the purchase, taking the time to ensure that your investment is protected makes good business sense.

This printer cleaning guide will help to protect your investment with a few simple reminders, easy tips and timing suggestions for cleaning your ID card printer encoder.



Cleaning Neglect: Not Worth the Consequences

While the spectrum of available ID card printers is quite broad, most are complex devices that operate under tight, established tolerances. When the printer and its environment deviate from these tolerances, the likelihood that an issue with the printer will occur increases. This creates problems that range from small annoyances to disastrous complications that can shut down your card printing operations.

Don't let the following cascade of cleaning neglect consequences reflect poorly on your issuance department, your organization, or your brand reputation:



Poor ID Card Image Quality

As rollers inside the printer get coated in dust and debris, cards are more likely to move at an uneven rate during the card personalization process. The resulting ID card image loses the sharp and crisp quality expected from a high-performance printer. And if dirt or dust interferes with the card during the printing process, it could leave an area that is void of image on the card, or worse, damage the very expensive printhead inside of the machine.



Operational Inefficiency

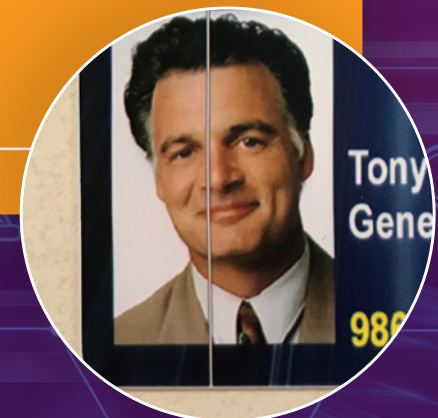
When your organization is running reprints and adjusting settings in an effort to get better quality output from the printer, valuable time and printer consumables are being wasted and opportunities for delivering superior service to your customers are misdirected.

CARD QUALITY: DID YOU KNOW?

Have you ever noticed a line that runs down the face of your ID card that is void of color?

Did you know that inferior card quality is the #1 reason for this issue?

To ensure clean, scratch-free cards for high-quality prints and extended print head life, be sure that you are selecting quality, durable cards that are compatible with your high-performance printer.





Undesirable Customer Experiences

If you are issuing cards with poor image quality, the card may not be able to be read or verified as a direct result of the inferior print quality. Think of a poorly printed barcode as an example. This unfortunate circumstance could cost the recipient of the card time, frustration, embarrassment and the unnecessary hassle of having to figure out how to get the card re-issued—a lackluster impression that erodes customer trust.



Lost Production Downtime

Equipment downtime is the single largest source of lost production time. When a printer must be sent away for an unplanned maintenance repair, no value is being produced during this time; however, the costs of overhead operations remain the same or grow, which directly impacts your bottom line.

NEEDLESS REPAIRS

In a recent HID Global review of ID card printer repairs, almost **25% of printers** received for warranty related service didn't need to be serviced—they **only needed to be cleaned**.

With simple, routine cleaning, printer downtime and unnecessary costs can be avoided.

25%





Unnecessary Repair Costs

A generally accepted rule of thumb states that emergency or breakdown maintenance is 3 to 4 times more costly than preventative maintenance due to rushed parts, additional shipping, service calls, overtime, etc. A proactive cleaning strategy will help keep your budget focused on more productive endeavors.



Shorter Printer Lifespan

Unfortunately, it is not uncommon for a repair to turn into a replacement due to maintenance neglect. While it's easy to focus on the immediate cost savings of not performing regular cleaning maintenance, you will see the true value in proactively maintaining your investment once you calculate equipment replacement costs resulting from maintenance neglect.

FAST, EASY AND HASSLE-FREE

Cleaning your ID card printer is fast and easy—taking less than 5 minutes, in most cases. In the same time it takes to brew a cup of coffee, you can provide yourself and your organization with peace of mind knowing that your high-quality investment is clean and operating at its peak performance.



Routine Cleaning: Really Simple and Extremely Beneficial

The printer in these photos has printed approximately 3,000 cards, so it should be clean on the inside. Instead, it contains more dirt than the inside of most 100,000+ card printers. The fine dust coating seen in the photos is a potential source of damage to the internal printer components and a common contributor to cards having poor image quality.

If a cleaning routine had been applied with every ribbon change to help keep the card path and printhead components clean, this printer would have likely made it much longer than 3,000 cards before needing an evaluation.



Keeping your ID printer roadworthy and avoiding the pitfalls of cleaning neglect is simple and easy.

A good, general guideline is to thoroughly clean your ID card printer every 1,000 printed cards.

For a more memorable strategy, cleaning the printer with every ribbon change is also an effective strategy. This strategy is especially critical if your printer is housed in a dusty or dirty location—an environment that is never recommended.

The beauty of making and sticking to a routine cleaning schedule is that it takes only a few minutes out of your schedule, yet it provides a multitude of benefits. With preventive cleaning maintenance, you can control your maintenance costs, boost efficiency, provide consistent high-quality cards and delight your customers — all the while extending the life of your printer.





Cleaning Kits: The Solution for Lasting, High Performance

Now that you've seen how easy printer cleaning is, we'd like to share how you can even further simplify the process. **HID® FARGO® Cleaning Kits** take the guess work out of the printer cleaning process. With custom cleaning supplies and detailed instructions, this reliable, inexpensive solution optimizes printer performance and keeps your printer running its best.

It almost goes without saying—if you service your car on a regular basis, it will run more safely and efficiently, as well as last longer. The same holds true for your high-performance printer. To protect your investment and learn more about HID FARGO Cleaning Kits, [click here](#).



To speak with someone from HID Global about your organization's printer cleaning needs, contact:

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To learn more about HID Global's range of FARGO® Card & ID Badge Printers, **[click here](#)**.

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