

OVERVIEW

Customer: CPI Card Group – Las Vegas, NV

Challenge: Increase ink adhesion and product appearance with Digital Inks for use in their [Atlantic Zeiser Card Systems](#).

Solution: DPST (Digital Printing Solutions & Technologies) Digital Inks.

Results: CPI Card Group produces a wider variety of cards with superior ink adhesion and appearance at a lower price per card and with fewer clogged jets.

Remaining at the forefront of the card industry

As a Global market leader and trusted partner to its clients, CPI Card Group continues to grow its business, reaching annual plastic card production volumes in excess of 1.3 billion plastic cards each year. With an innovative and progressive approach, coupled with substantial experience, CPI Card Group provides the best of both worlds—experience and vision that is unmatched in the marketplace.

CPI Card Group's production capabilities are some of the most progressive in the world. CPI improved card personalization quality and durability with the addition of DPST Inks for use on DOD inkjets creating high volume card personalization all while reducing cost per card. DPST offers many types of DOD inks and offer custom ink solutions to meet specific customer requirements. "With over a decade of Drop On Demand experience, the team at Digital Printing Solutions & Technologies is our preferred vendor for Drop On Demand Inks" stated Aaron Walker, Card Services Maintenance Manager at the CPI Card Group location in Las Vegas, NV.

Enhanced product offering and diversity

With DPST Certified UV Inks (Made in the USA) in card production at CPI Card Group for more than a year now, Aaron Walker and his team have noticed a vast improvement in adhesion and appearance for a wider variety of substrates demanded in the card industry. Furthermore, it has been demonstrated that with consistent use of DPST consumables, inkjet repair frequency has declined, also providing additional savings. Aaron Walker also went on to say, "DPST certified Inks were tested side by side with competitive inks and DPST wins hands down. We are very pleased with the products and services provided by DPST, as well as the responsive and efficient solutions they provide."